

CONTACTS

Feb. 1950





Another Manitoba Medical Service Group Opens

- From February 1 to February 28 another opportunity to enrol in the Eaton Group of the Manitoba Medical Service will be available to all Eatonians, with your protection commencing April 1.
- The rates and benefits remain unchanged, and all restrictions on income limitations have been removed.
- Applications and pamphlets are available at the Staff and Welfare Office, second floor, store, during the enrolment period.

No Applications Can Be Accepted After February 28.

Medical Expense is a Needless Worry When You Enrol in the Manitoba Medical Service. Why Not Complete Your Application Today?

Let Blue Cross Pay Your Hospital Bill



"Blue Cross" is the best hospital-care protection you can buy! When you are sick you need hospital care . . . "Blue Cross" is the only plan for providing hospital care with service benefits. Protect yourself and your family by joining the "Blue Cross" during your next enrolment period:

February 1 to February 28, with Protection Commencing April 1.

Apply to the Staff and Welfare Office, second floor, store,
for information and enrolment in—

THE MANITOBA HOSPITAL SERVICE ASSOCIATION

CONTACTS

FEBRUARY, 1950



Salute to a Gallant Company!

Surrounded by admiring fellow workers, honoured with gifts, feted and fairly engulfed with good wishes, a group of Eaton old timers retired in January to enjoy a well-earned rest under the provision made for them by the Company. . . . And now they can indulge those well-loved hobbies to their hearts' content . . . those things all of us have dreamed about doing when time is our own!

We look back with pride upon the gracious service these staunch old friends have given to Eaton customers over the years—a task nobly done! We honour, too, the others of this gallant crew, whose support behind the scenes has been equally outstanding. Week in and week out, year in, year out, these pioneers have helped to chart the course enabling the traditions, purposes and ideals of this great Canadian Company to be carried out.

Smooth sailing or rough going, their energy and skill has been unconquerable—their loyalty and enthusiasm has known no bounds! Miss them? You bet we will! We'll miss their cheerfulness, their friendliness, their smiling readiness to be of service to others, their ability and happy willingness to co-operate! Good luck, good health, old timers . . . "And here's a hand, my trusty friend!"



Looking Ahead

Departmental changes, of course, bring recurring opportunities. This reminds us that the successful growth of a business depends largely upon the development of the ability of the men and women in it, so that they may be capable of taking on larger responsibilities. No one can expect to increase his capacity for growth without constant study of his present or prospective jobs . . . nor without absorbing definite knowledge of matters outside of his business activities. Man's finest achievement is only reached by keeping his eye, his imagination, his purpose, always on the maximum!





Forty-Five Years With Eaton's

MR. J. A. LIVINGSTONE, Director and Company Treasurer
(Courtesy of "Flash," Toronto)

On Monday, January 23, Mr. J. A. Livingstone, director and treasurer of the Company, completed 45 years with Eaton's. Mr. Livingstone came to Canada in 1904 from his home in Londonderry, having moved there at an early age from his birthplace in Larne, County Antrim, Northern Ireland.

He had served the first two years of a five-year pharmaceutical apprenticeship, but felt that the opportunities for an ambitious young man were rather limited in the countryside of the Green Isle, and it might be wise to take a look at the New World.

Arriving in Canada, he spent the first year working for a cousin in Charlottetown, then visited an aunt in Gravenhurst. Dropping into Toronto one Friday, he decided to see what openings The T. Eaton Company had, was engaged Saturday and began work Monday—a rather outstanding example of doing things with no loss of time.

His Company career began in the general office, with the ledgers. Six years later, Mr. Livingstone was transferred to the private office, which became the executive office in 1925. Mr. Livingstone became assistant secretary, head of The Eaton Life Assurance (1922) and was appointed supervisor of the treasury department in 1937. In December, 1942, Mr. Livingstone was appointed director and treasurer.

He says that his work keeps him in Toronto most of the time, so he has not visited many of the Company's other offices. He confesses to no hobbies, though admits golf was a favourite pastime till recent years. Married, Mr. Livingstone has one son, Mr. H. W. Livingstone of department 202, two daughters, Miss Jean Livingstone and Mrs. W. H. Wesley, and three grandchildren. Winnipeg Eatonians join in extending congratulations to Mr. Livingstone on his long and distinguished career with the Company.

RECENT APPOINTMENTS

Winnipeg

Department W641 — Juniors' dresses, suits and coats: MISS N. OLSEN, head of department.

Department W937—Basement women's, men's and children's shoes:

MR. W. McCORMACK, head of department;

MR. R. G. CHATWIN, assistant.

Department W70 — Furniture, sewing machines, beds, springs and mattresses:

MR. G. FORDYCE, assistant.

Department W901—Gloves and hosiery, lingerie:

MR. R. M. CLARKE, head of department;

MISS J. MILLER, assistant.

Department W933 — Millinery, juvenile, teen-age wear, piece goods, staples, sportswear:

MR. J. DUNLOP, supervisor;

MR. M. L. TASKER, group manager;

MR. J. A. COLLETT, head of department.

Department W244—Women's and misses' suits and coats:

MR. R. OLIVER, head of department.

Department W10—Infants' and children's wear:

MR. D. OLIPHANT, assistant. (This is in addition to his present duties.)

Department W72—Carpets and linoleums:

MR. R. LAIRD, assistant.

Department W272—Carpets and linoleums:

MR. W. REID, assistant (workroom).

Department W67—Draperies and cedar chests;

Department W68—Curtains, window shades, rods and tents:

MR. H. W. COOPER, supervisor. (This is in addition to his present duties.)

Department W232—Boys, clothing:

MR. F. W. BOAL, assistant;

MR. L. FERGUSON, signature.

Department W1766—Jewellery and watch repairing:

MR. O. OLAFSON, assistant.

Department W136—City advertising:

MR. M. SINCLAIR, supervisor.

Department W139—Mail order advertising:

MR. W. E. GRAY, supervisor.

Department W36—Linens, staples and bedding:

MR. W. HOGG, assistant.

MR. T. D. CARSON, signature.

(Continued on Page Three)

"So Nice To Be Remembered!"

The following excerpt is from a letter written by Mr. N. B. Smith of Manchester buying office, to Mr. Ivor Lewis, director, Toronto. Mr. Smith's letter expresses a heartfelt "thank you" from Eaton employees in the Company's buying offices overseas for parcels regularly sent by the directors, supervisors and department heads of the Company in Canada.

"Ivor Lewis, Esq., Executive Office,

"Manchester, December 30, 1949.

"The T. Eaton Co. Limited, Toronto, Canada.

"Dear Mr. Lewis:

"Please permit me to express to you, your co-directors, and through you, to the departmental supervisors and managers, the very sincere thanks of myself and my associates for the wonderful Christmas parcels which have just been received—and for the other parcels which have come to us so regularly during the past twelve months—as well as for all those that have previously been sent to us.

"It is difficult for me to put into words the deep gratitude which is felt by all of us to our generous benefactors for these valuable and welcome gifts, but we do want you to know that your great kindness in sending them to us is most highly appreciated."

Mr. W. E. Gray Receives Parting Gift

In honour of his appointment to supervisor of the mail order advertising, Mr. W. E. Gray was presented with a carafe set by the city advertising staff. Mr. J. P. Ellis, head of department, on making the presentation, expressed the high regard in which Mr. Gray is held by all and, on behalf of the city ad, wished him every success in his new field.

We'll miss your smiling face and ever-ready wit, Mr. Gray, but since you're just "across the way" we'll be seeing you!

RECENT APPOINTMENTS

(Continued from Page Two)

Winnipeg

Department W933 — Millinery, juvenile, teen-age wear, piece goods, staples, sportswear:
MR. D. JOHNSON, assistant.

Department 154A—Investigation:
MR. SIDNEY R. HALL, assistant.

Regina

Department R253—Toys, wheel goods, hardware, sporting goods, auto accessories, bicycles, baggage:
MR. G. C. GAYTON, assistant.

Calgary

MR. F. H. PALMER, superintendent.

Department C236—Wash goods, silks, woollens, staples, linens, patterns:
MR. JOHN L. CURRIE, assistant.

Department C244—Women's garments, millinery, furs, sportswear, western fur promotion:
MR. G. U. MURRAY, head of department.

Mr. R. J. Fry Honoured at Toronto

At a dinner held at the Royal York, Toronto, on January 10, Mr. R. J. Fry, supervisor of Winnipeg city advertising, was honoured with the presentation of a silver humidor, complete with cigars, and engraved with the signatures of the donors. These included advertising and display supervisors and fashion co-ordinators in attendance at the advertising and display conference then in session.

Mr. T. D. Switzer of the general merchandise office, Toronto, presided and made the presentation. Brief addresses were also made by Mr. Alex Fraser, Montreal, Miss Alice Burrows, New York, Mr. Jack Brockie, Toronto, and others. Mr. Fry, who retired January 31, extended his thanks. * * *

Mr. Fry was also honoured by his staff in Winnipeg on Monday, January 30. Further details will appear in March Contacts.

Red Deer

Department RD212—Gloves, hosiery, handkerchiefs, neckwear, books, stationery, drugs, candies, jewellery, notions, fancy goods, wools:
MR. I. McINTYRE, head of department.

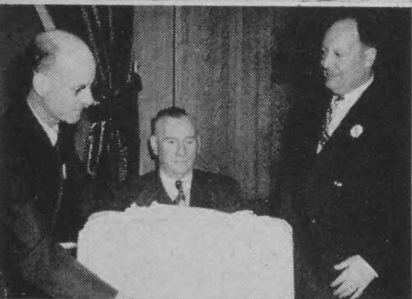
Department RD229—Men's and boys' clothing, furnishings: MR. W. K. CLARK, head of department. (This supersedes notice of November 1, 1949.)

Department RD379—Foodateria, groceries, fruits, meats, fish, poultry;

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At Right: Mr. A. D. MacDonell.



THANK YOU, SPONSORS!

"Mr. W. J. McKerchar, President,
"Assistants' Association, Winnipeg Store.

"Dear Mr. McKerchar:

"As we enter together into another year in the service of the Company, and on this occasion of tribute to the men and women of the organization who acted as Sponsors during the Christmas season, I should like to express my personal appreciation of their outstanding contribution of service.

"It is very gratifying to see how readily they each accepted the responsibilities that were theirs—the friendly manner in which they welcomed new staff, and how they individually gave such fine co-operation to the department management.

"With such a spirit existing within our ranks, I am sure that we shall have another happy year together.

"Yours sincerely,

"Christmas business of 1949 rolled through and was completed with less trouble than any year in my experience," Mr. A. D. MacDonell, staff and welfare office supervisor, told a gathering of 400 Eaton sponsors during a dinner party held in the Fort Garry Hotel on Thursday evening, January 5.

"This smooth sailing was credited to the Sponsors project," added Mr. MacDonell, *despite the fact that our staff reached a peak on December 17 of 12,500 employees, an all-time high!*

The big gathering of store and mail order "key people" was presided over by Assistants' President Bill McKerchar. The ideal chairman, gracious, gently humorous, yet ever-alert to his duties, President Bill read a letter from our general manager, Mr. R. S. McCordick.

The message thanked the sponsors for a grand job of welcoming and guiding the Christmas "extras." The chairman introduced those at the head table, paying each a kind tribute: Miss K. M. Kerr (educational office), Messrs. A. D. MacDonell, Jim Johnston, G. Murray, past president; S. Houston, vice-president; H. Greenwood and W. E. C. Hurlburt.



At Left: Mr. G. S. Houston, vice-president, and Mr. Jim Johnston.

400 Eatonians of Store and Mail Order Attend Dinner Party at Fort Garry Hotel as Guests of Company

"Big Jim" Thanks "People Across the Street"

An ardent mail order fan, "Big Jim" (as Mr. Jim Johnston, supervisor, mail order operating, is affectionately known to hundreds of Eatonians) was proud of his mail order sponsors. He thanked "the people across the street" (the store Eatonians) for helping to organize this project in the mail order.

Said he: "When any group such as this combines forces in an institution such as ours—they should go places." He spoke of the difficult questionnaire issued to 111 sponsors—59 of whom achieved 75 to 79½ points for their answers.

Miss K. M. Kerr was thanked by the president for her splendid efforts on behalf of the sponsors project.

Responding, Miss Kerr told of the gratification expressed to her by many new or temporary Eatonians for the friendliness and good will extended them by their sponsors.

George Murray Gets Ovation

Taking advantage of the celebration, both assistants and the Eaton bowling league executive made presentations to George Murray who was leaving for the Calgary store. A handsome gladstone bag was presented to Past President Murray by Mr. McKerchar on behalf of the assistants, after which George III Firth followed up with a brief case to George IV Murray, former bowlers' prexy.

As genial George stood beaming "like a basket of chips," he was given three deafening cheers and the "Jolly Good Fellow" song.

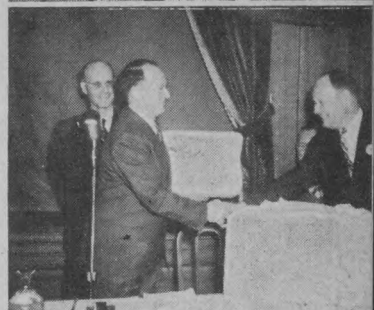
It Was a Great Night!

One could feel an electric-like enthusiasm sparkling through this big crowd of Eatonians who know each other and who like each other and the Company.

The fun ended with a short, scintillating program of entertainment directed by Jimmy Quinn. And here a special word of praise to Johnny Curle (radios) for a fine job of amplification!

Pick yourselves out in the pictures, folks—sorry time and space didn't permit more shots.

Third from top on page four is Miss K. M. Kerr thanking the sponsors; fourth is George Murray receiving a travel bag from President Bill. Third from top on page five is George again on the receiving end with a brief case presented by George Firth. Fourth picture shows Doreen (left) and Gladys watching bouquets blossom before their eyes! The girls are still wondering how that guinea pig got in magician Leighton's water jug!





Top Row—Left to right: Wearing a charming new dress for the occasion, Miss Nellie greets Santa beneath the mistletoe. . . . Happily it was Mrs. Emma Buck's 93rd birthday and she was serenaded with the "Happy Birthday" song. . . . Bert Elson and Jimmy Towns on xylophone put their hearts into the hammers and the old folk loved it! . . . Santa Claus came bearing gifts.
 Second Row—Mrs. A. C. McMillan thanks the Eatonians. . . . The warehouse orchestra: left to right, J. Murray, R. Dudley, F. Hathaway, Steve Morrow; standing, Alex MacDonald. . . . Cora James, vocalist.
 Lower Row—Tom McBryde leads the singing. . . . A few of the elderly gentlemen. . . . Hugh McDonald "gives out."

"Those Dear Hearts and Gentle People . . ."

EATONIANS ENTERTAIN OLD FOLK

Miss Nellie, with the tender smile and snowy hair, kept her yearly tryst with Santa Claus under the mistletoe, and another little girl celebrated her 93rd birthday when, on Wednesday evening, December 28, Eatonians gave their annual Christmas party to "those dear hearts and gentle people"—the old folk at the Middlechurch Home. All present will remember it as one of the most enjoyable parties down the years!

Despite the cold, stormy weather, a big busload of volunteer artists and members of the Eaton Employees' Charitable Fund committee and their wives made the trip.

As chairman, Mr. Jack Scott presided with the same friendly warmth that has endeared him to the old folk over the years.

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Santa Claus (Lorne Walsh) presents a gift to George Hendrickson while E. G. McDonald looks on.



A general view of the "partyers." From left to right, front row, they are Olga Soltyki, Bill Adams, Joyce Coy, June Joyce and Ray Whelen.

Christmas Party for Mail Order Budget

A gay time was enjoyed by the staff of the mail order budget plan and their friends at a Christmas party held on Friday, December 16, at the Norwood Legion Hall. Over 90 were present.

Our witty (?) Mr. E. G. McDonald was master of ceremonies. His jokes and stories were enjoyed by everyone (except Hank). Larry Thomson entertained the crowd with some very good numbers on his accordion. Then with loud, merry jingling bells, Santa Claus (Lorne Walsh, department 174) arrived amid many oh's and ah's! He presented everyone with a gift accompanied by some very descriptive remarks.

An enjoyable evening was spent in dancing followed by refreshments, and a good time was had by all. Art Peabody won a turkey in a draw while dance prizes were won by Gladys Jones and Dene Kozak.

Guests of honour present were Mr. and Mrs. R. T. B. Whitbread, supervisor, budget plan; Mr. and Mrs. W. J. Thomson, head of department, and Miss Patricia Thomson.

EATONIANS ENTERTAIN OLD FOLK

(Continued from Page Six)

Mr. Tom McBryde lent his lusty bass to bolster the singing of the old familiar songs so well-loved by those in the sunset of life. He also directed the fine program.

The artists were: Bert Elson and Jimmy Towns whose xylophone solos, so freely given, are always a highlight of the evening; Hugh McDonald, baritone, who never fails to attend and to delight his audience; Cora Doig James, well-known vocalist; dynamic Don Kirkland in songs; Lorne Walsh, our popular accordionist; and the "Warehouse Orchestra"—Bob Dudley, Alex MacDonald, violins; Jack Murray, piano; Frank Hathaway, clarinet, and Steve Morrow, electric guitar—who put on a great show.

Santa Brings Gifts For All

Dashing in at the end of the program with bells a-jingling, Santa Claus spied Nellie waiting for him under the mistletoe and saluted her in the traditional manner.

Assisted by several charming young committee members, Santa thereupon presented gifts to all the old folk. It was a specially happy occasion for Mrs. Emma Buck—her 93rd birthday. On receiving her gift she was serenaded with the "Happy Birthday" song.

Speaking for the Eaton delegation, Mr. W. L. Palk, assistant superintendent, then briefly addressed the gathering and extended warm wishes to all for a happy New Year.

Mrs. A. C. McMillan, first vice-president of the Christian Women's Union, then thanked the Eatonians for their gifts and entertainment. Refreshments followed.

Thus ended another evening with the old folks, one of the very worthwhile projects made possible by your contributions to the Eaton Employees' Charitable Fund.

* * *

Miss Anna Jeffrey, corresponding secretary of the C.W.U., sends us this thank-you letter:

"109 Norquay Street,
"New Year's.

"Dear Mr. Scott:

"What would Christmas be at the Home without the Eaton Co. concert and Santa with his jovial manner and his gifts?

"We are very grateful to all who helped make the evening so enjoyable and we would like you, please, to convey our thanks to all.

"Yours sincerely, Anna B. Jeffrey."



Top, Centre—The biggest family in attendance—George Jacques (1076), Mrs. Jacques and all the little Jacques. Santa Claus and Barrie Carther (blowing balloon) posed in the picture but do not belong to George.

Second Row—Left: Mr. N. Forbes (supervisor) thanks the gathering. Mrs. Forbes, at his right, is hidden in the picture. Mr. R. N. Gregg (head of department) is at Mr. Forbes' left. Centre: Frank Gibson performs at the mike while Mrs. Jacques sees the funny side. Right: Arlene Fellowes entertains with a dance while two-year-old Patricia Wylie tries to share the attention.

Lower Row—Left: A happy group watching the proceedings. Right: An impromptu shot of the "turkey reducers."

Santa Visits Paints Department at a Gala Family Christmas Party

The staff of the wallpaper, paints and picture department, economy section and work-room, took time out from the Christmas rush on Monday, December 12, to hold a Christmas tree party at Peggy's Pantry. Together with their families or that "particular" friend, they met for an evening of fun and frolic with over 100 in attendance.

Mr. Norman Gregg (head of department) as chairman, and Frank Gibson as master of ceremonies and photographer, kept the evening going at a merry pace. The main feature was a full-course Christmas dinner, which was followed by an interesting program, including a sing-song; Freddie Lambert, ventriloquist; and special numbers by the children present—songs, piano numbers and tap dancing. (This especially delighted all present, and were the respective moms and dads proud!)

Despite difficult traffic conditions on a cold night and confusing traffic lights, Saint Nick arrived at the party after being preceded by telegrams announcing his progress. Excitement was so high when he finally got there that the youthful party members fairly raised the roof with their welcoming song, "Jingle Bells." Not a single person was forgotten by the jolly old fellow (Bill Liver acting in his behalf), who had a pack full of novelty Christmas stockings and gifts for the kiddies and adults alike.

Some of the presents caused much laughter and included everything from rolling pins to climbing monkeys and disappearing mice. (Many thanks to the gift selection committee.) Santa's big surprise was a gift for himself, a smart shirt and tie, presented on behalf of the gathering.

Another bright spot came when little Arlene Fellowes (daddy Pat is in the economy) presented Mrs. N. Forbes with a lovely corsage on behalf of the department. The remainder of the evening was spent in dancing, with prizes for spot dances. There was also a humorous action skit.

Mr. N. Forbes, supervisor and "daddy" of the big family gathering, took time out to express his sincere thanks not only for the staff's attendance but for their loyal and faithful support during the year. Thanks were also extended to the committee headed by Mr. Lorne English, who planned every detail of the delightful evening. The party was an outstanding success, every bit as much fun for the adults as it was for the children, and well worth any effort it took.



Top Row—Left: Santa salutes Mrs. Cranston while Alex looks on with that big friendly grin. Centre: Mal and Mrs. Donaldson tell the old boy what they want for Christmas. Right: Winnie Lord also whispers Santa a secret.

Second Row—Left: Come and get it! Presiding over the coffee and refreshments are Homer Britton, Mr. and Mrs. Jeff Yelland, Dick Halford and Mrs. Cranston. Right: Mr. and Mrs. Ernie Coone led the grand march to the tree.

Lower Row—Left: Harold and Mrs. Johnstone receive their gifts. Centre: "Heavy, heavy hangs over thy head!" Jeff and Mrs. Yelland also believe in Santa Claus. Right: All power to the committee! Don Wilson, Ruth Evans, Jim Stirling and Mal Donaldson.

24-CARAT ENJOYMENT!

Jewellery Staff Stage Fourth Annual Party

Gifts, "gags," good friends, good fun and good food—all the ingredients for a grand evening were at hand when, on Saturday evening, December 17, in the rush of Yuletide shopping, the jewellery department held its fourth annual Christmas party at the Canadian Legion Hall in West Kildonan. The hall glistened with festive decorations while a beautiful Christmas tree added the crowning touch. There were gifts for all who attended, while for those of the department who couldn't be present, gifts were presented at a later date.

Mr. Alex Cranston, head of department, opened the party by thanking his staff for their loyal and efficient service during the busy season of Christmas shopping. He added how wonderful it was that the staff was able to get together for a social evening with so many strenuous days ahead!

And then the fun began. No one was allowed to sit on the sidelines and there was every type of dance one could wish for. Half-way through the evening Mr. Cranston announced that Santa Claus was on his way and a parade, led by Mr. and Mrs. E. Coone, marched up to meet Santa, singing Christmas carols.

That jovial old gentleman then approached the tree where he presented gifts to all, ably assisted by Jeff Yelland and Mal Donaldson. Refreshments were then served.

At this time we would like to thank the following people for their help in making the party a success: Bill Hurlburt, who again ably took the part of Santa Claus; Dave Ainge (display), Don Wilson, Jim Stirling and Ruth Evans. We also wish to thank our own Roy Firth for his memorable songs. We were sorry the following were unable to attend: Mr. Bert Matthews, supervisor, and Mrs. Matthews; Mr. and Mrs. Tom Bennett and Mr. and Mrs. Jack Syme . . . but here's wishing them all the best for 1950 and we hope they will be with us for our next annual jamboree!



Top Row—(1) Head table: N. C. McKay, W. Wilkinson, W. B. Pickard, C. Heckbert. (2) Mr. W. B. Pickard, superintendent, addresses the delegates. (3) Mr. Joe Trimble, dean of the Fairs Association. (4) Mr. A. H. Young, mail order superintendent, presided. (5) Head table: A. H. Young, J. H. Evans, R. Schultz, Dean Grant McEwen.

Centre Row—(1) Bert Elson (right) and Jimmy Towns delight with xylophone numbers. (2) These delegates were "tied up" for the evening with Magician Leyton's tags—and they got a great bang out of it! (3) Delegate F. Brydon, Portage.

Lower Row—(1) Whoops! Watch the water! The two women delegates, Mrs. D. Reid, Prince Albert, and Mrs. V. Hylands, Moose Jaw, stooge for Magician Leyton. (2) Carman delegates, W. Bryson, J. Wilson and C. Armstrong.

Western Fairs Delegates Welcomed

That distinguished pioneer of Portage la Prairie, Joseph Trimble, was given a resounding ovation on Monday evening, January 16, at the Royal Alexandra Hotel during the convention of the Western Fairs Association.

The occasion was a dinner tendered by The T. Eaton Company in honour of the delegates, those leading citizens across the prairies who give so unselfishly of their time to keep our western agricultural fairs at a high level. Dean of the convention, the 78-year-old Mr. Trimble was lauded for his contribution to the association during his tenure as president of the Portage Fair Board, extending over 45 years.

Mr. A. H. Young, mail order superintendent, presided and introduced the head table: Messrs. Carl Heckbert, Vegreville, president "B" class Fairs Association; N. C. McKay, director, provincial extension service; W. B. Pickard, superintendent, Eaton's; Bill Wilkinson, president-elect, Yorkton; Dean Grant McEwen, Manitoba Agricultural College; Joseph Trimble, president Portage Fair Board; Roy Schultz, secretary, Weyburn; J. H. Evans, Manitoba, former deputy minister of agriculture.

Among the other guests, Mr. Gordon Muirhead, Eaton's, introduced the two women delegates: Mrs. V. Hylands, Moose Jaw, and Mrs. D. Reid, Prince Albert; also John Conner, livestock branch; Dr. E. L. Houck, provincial veterinarian; Mr. W. J. Bradley, executive editor, "Western Producer," Saskatoon; Mr. W. L. Palk, assistant superintendent, Eaton's, and Mr. George Morrow, Eaton's.

(Continued on Page Thirteen)

Challenge to Youth

Mr. C. H. P. Killick Addresses Tuxis and Older Boys' Parliament at Complimentary Luncheon



Left to right: Mr. W. L. Palk, chairman; Mr. C. H. P. Killick, Mr. W. G. B. Dailley, Mr. R. S. McCordick.

"We must be prepared to give our boys guidance and leadership—an imaginative and lively program—a program that inspires courage and skill—one that helps them to express themselves in thought and deed. . . ." The speaker, Mr. C. H. P. Killick, lieutenant-governor of the 28th Tuxis and Older Boys' Parliament of Manitoba and North-West Ontario, was addressing the 104 members at a complimentary luncheon tendered them by The T. Eaton Company on December 29 in the assembly hall. Mr. W. L. Palk, assistant store superintendent, presided.

With him at the head table were: The Hon. C. Rhodes-Smith, minister of education, representing Premier Campbell; Mr. C. H. P. Killick, Ald. C. E. Graham, representing the city of Winnipeg; Ald. R. A. Hughes, representing the city of St. Boniface; Mr. R. S. McCordick, general manager, Eaton's; Mr. W. B. Pickard, superintendent, Eaton's; Mr. Jack Paterson, Rev. Wilbur Howard, Mr. Ernie Magee, Mr. J. J. Magee.

Welcoming the parliament and honoured guests, Mr. Palk said that The T. Eaton Company was vitally interested in all the groups working for the good of Canada—and especially those dedicated to youth.

Introducing the guest speaker, parliamentary committee chairman Jack Paterson said that "Mr. Killick's hobby is boys."

The Affairs of Youth

"You are discussing the affairs of youth," Mr. Killick told the young parliamentarians. "The future of Canada abounds with opportunities . . . we need initiative and courage. Canada has grown 155% since 1900—grown up from the pioneer industries to a highly developed country. In 1950 we

are engaged in the secondary industries of supplying the agricultural industry.

"Our prosperity depends—particularly in the west—upon what we sell abroad. Our exports have gone up and our growth has been tremendous since the building of the transcontinental railway. Today our leadership stands high," said Mr. Killick, as he stressed the enterprise and courage of famous Canadian pioneers.

The speaker also gave a brief glimpse of Norway and its "wonderful people." He told of the International Conference of Boy Scouts he had attended there last summer, and its remarkable gathering of men from over 40 countries. A plea was also made for those new Canadians, or "D.P.'s."

"Invite them to join in our work and play," Mr. Killick urged. "We must have high aims and high ideals," he added. "Let's be prepared to have our boys play a part in a bigger and better Canada."

Reverend Wilbur Howard, secretary of religious education, in thanking Mr. Killick for his inspiring address, added: "As members of parliament we have potential leadership, and the things said here today will go a long way in stimulating our boys' parliament towards the role they must play."

Boy Curlers Stow Brooms and Celebrate

Over 700 Guests of the Company

After two days of throwing 40-pound rocks, 730 youthful broom-wielders from all over the province, put away their brooms and were guests of the Company at a gala party in the concert hall, Auditorium, December 28.

The boys were here taking part in the annual Manitoba high school bonspiel and, after two days of good hard sport, were ready for a rollicking party. And that is just what they had, for everyone was in a festive mood.

Mr. Tom Miller (city advertising) welcomed the guests on behalf of the Company, and Jim Dickie, a former Eaton junior executive, acted as master of ceremonies. A first-class floor show which received much applause, was presented by Anne Stewart, Shirley Lang, S. Chyanchuk, Bill Williams, Ronnie Saltess, Doreen LaCroix and Manney Finkelstein.

Following this a special award was made by Ken Watson to the Don Alexander rink from Miami, Man. This was the youngest rink in the bonspiel, their collective ages only adding up to 50 years. Refreshments, including hot dogs, cokes and other high school delicacies, rounded out the evening.



Letters of Credit

"More and more the world is demanding not only cheerful attention, but courtesy,—consideration in all lines of its complex life. The young man or woman able to answer that demand has so much on the credit side."

The above quotation has played an important part in the lives of the following Eatonians who have recently been commended for courteous service. Congratulations, and let's keep it up!

Cake Pleases Customer

A Winnipeg customer wrote to thank Mrs. Dawson of the third floor cake counter, and Jean and Blanche of the bakeshop, for being so helpful and courteous to her. She wrote:



"I want to pay tribute to these three girls. My brother was retiring after 42 years as an engineer with the C.N.R. and we wanted to have a party for him on his last run.

"Mrs. Dawson was most helpful in suggesting we have a miniature train on tracks and also farm yard scenes. She, as well as Jean and Blanche, saw that it turned out beautifully, and it was much admired.

"Eaton's is always in our minds for its help and service to its customers."

* * *

Bouquet For Furniture Staff

Another letter from Winnipeg states: "I wish to thank the staff and management of the furniture department (especially Mr. Jack Stanley) for their kindness during my recent shopping tour in that department. I would especially like to thank them for the loan of the beautiful chairs when mine failed to arrive for the holiday season. Sincere thanks also to Mr. Davies (rug department) for his fine co-operation."

* * *

Those Christmas Shoppers

Although the Christmas season is now past for another year, it is fine to look back and know that the Eaton staff did a wonderful job during that busy season. This is evidenced by the number of "letters of credit" received by the store. One woman shopper wrote:

"Please accept my grateful thanks for having made my Christmas shopping such a simple and pleasant chore this year. The parking facilities that you have provided for your women customers are simply wonderful and your attendants are always so pleasant, efficient and courteous.

"My husband and I have motored a great deal, but nowhere have we found a store where customers are looked after as well as they are at Eaton's. Our best wishes to your store always."

* * *

An Orchid For 1100

From Missouri comes this letter of thanks.

"I would especially like to tell you of the kindness of a clerk in the grill room dainties department, Mrs.

Lily Dawson. Being a lover of the little cakes and cookies in this section, I buy a considerable number of them each time I am up your way. Over the years I have come to appreciate Mrs. Dawson's service so much that if she is off the floor when I visit there I wait until her return.

"She wraps the dainties so carefully that very fragile pieces carry well for hundreds of miles. During my last trip I bought two little cakes with decorated icing on them, which normally would be a task to even carry home. But with her very careful packing they carried a thousand miles and arrived looking just as pretty and sweet as they did on the counter."

* * *

Spotlight on Eaton Horses

Horse lovers have written many times to comment on Eaton's famed steeds. The following are only two of many examples.

"Several of us elderly ladies in a Winnipeg rest home have noticed, with great pleasure, the kindness and more than usual attention given by Mr. P. Cylick, driver of one of Eaton's delivery wagons, to his beautiful dark brown horse, "Wren." This has delighted our hearts as animal lovers and we want him to know that he has our hearty thanks."



Another letter, this time from an executive of the Minnesota Humane Society, states: "I paid a visit to your wonderful stables last summer and saw your lovely horses and immaculate barns. I have never seen their equal anywhere."

* * *

Clerk 28, Men's Coats, Lauded

For a Winnipeg customer and her husband, the good service and interest shown by Mr. Jack Allan (men's coats) was to be commended. She phoned in to the superintendent's office to say that her husband's watch had been left in the pocket of a coat he had tried on that morning. In the meantime the coat had been sent up to the alterations.

As soon as the salesman learned of the loss he notified the alterations right away, finding the watch was still in the pocket. He saw that it was returned to the customers, for which they were more than grateful.

FRED H. MARTIN

It is our sad duty to report the death of Mr. Frederick Martin, former assistant of the women's coats and suits department, mail order, who passed away suddenly on Sunday, January 22. He was 65 years of age.

Born in England, Mr. Martin was a beloved Eatonian for 42 years, retiring in April, 1949. He made a valued contribution to church and community work. President of Isaac Brock Community Club, he also was a member of St. Patrick's Anglican Church and a member of the choir for 25 years. He also served in the vestry and was superintendent of the Sunday school. For a number of years, Mr. Martin was president of Whytewold Community Club, and was a former member of Greenwood Lawn Bowling Club.

Surviving are his widow, Josephine; four sons, Leonard, with the basement store; Kenneth, Douglas and William, all of Winnipeg; three grandchildren; a brother, Laurie, Winnipeg; two sisters, Mrs. S. Marshall, Vivian, Man.; Mrs. S. Leaver, New Westminster, B.C. To them is extended our deepest sympathy.



RECENT APPOINTMENTS

(Continued from Page Three)

Red Deer

Department RD1100—Lunch counter:

MR. D. MURRAY, head of department. (This supersedes notice of November 5, 1949.)

Edmonton

Department E237—Men's, women's and children's shoes and rubbers:

MR. KENNETH S. BARR, assistant.

Moose Jaw

Warehouse, delivery, supply, receiving room:

MR. C. ROBINSON, assistant.

Saskatoon

Advertising and tickets:

MR. H. N. BALLOID, head of department.

Despatch, carriers, out-of-town packing and shipping;

Delivery, store trucks, receiving room:

MR. W. S. THOMSON, head of department.

Maintenance of Buildings (including outside warehouses);

Carpenters and painters;

Caretaking, night watchmen and night sweepers;

Floormen and investigation;

General store protection;

Show windows and store display:

MR. G. R. GREEN, head of department.

Time office and supply office:

MR. T. H. DAVISON, assistant.

Inspectors and cashiers;

Transfer and exchange office;

Post office and mail order office:

MR. S. HOOKWAY, assistant.

Westview Order Office

MISS MARIE WURZER, in charge.

Mission, B.C., Order Office

MRS. E. J. REMPEL, in charge.

Prince George, B.C., Order Office

MR. C. O. TORGERSON, in charge.

Nanaimo, B.C., Order Office

MRS. M. CARTWRIGHT, in charge.

Congratulations, Mr. Graham!

Nothing succeeds like success! In a letter to Mr. R. N. Graham (men's shoes), the American School of Practipedics, Chicago, has advised him that his examination papers grade 95%. "This," says the school director, "is much better than the average grade." Mr. Graham's graduation certificate is being forwarded.

Congratulations! The knowledge you have achieved regarding the human foot, Mr. Graham, will doubtless prove of valuable assistance to your customers.

Western Fairs Delegates Welcomed

(Continued from Page Ten)

Speeches were brief and informal. Mr. Pickard spoke of the contribution to western fairs project being made by the delegates, and paid a warm tribute to Mr. Joseph Trimble, 78-year-old president of Portage Fair Board and dean of the association.

Mr. Charlie Parry, Lethbridge, expressed the delegates' appreciation for the encouragement given by The T. Eaton Company to agriculture and livestock throughout the west.

Reminiscences then flowed, with Mr. Trimble leading off about the hardships of the early pioneers. Mr. Jim Evans and Mr. Clayton Tucker and others also spoke briefly.

A program of entertainment under the direction of Jimmy Quinn ended this memorable evening.

How To Get Things Done

Everyone has to work hard to hold a job; the ones who forge ahead also *work intelligently*.

Plan tomorrow's work tonight; plan now where you want to be in five years.

Cut out waste activity. Decide trifles quickly.

Do the first thing you dislike doing and get it over.

Get others to do it — see that they do it and give them more credit than they rate.

Take on more work and *make yourself do it*.

Work for quality, and you get more speed in the long run.

You can do much more than you have dreamed.

—Dr. Donald A. Laird



The Homemakers Page

Food! Food! Food! Yes, it's the age-old question cropping up again, homemakers. What new and different menus can you serve your family and friends?

Haven't you found that during this time of the year, when snow is flying and many outdoor activities are curtailed by blizzard weather, that your families' appetites are not quite so keen as they have been? If so, that means you have to work just a little harder to prepare meals that will interest even the most lackadaisical of them.

The same applies for those friends you invite over for an evening of bridge. They appreciate something extra special. So whether you are planning Valentine parties during this sweetheart month or just trying to keep your families' calories and vitamins balanced, here are several suggestions by Miss Louise Martin, B.S.H.Ec., grill room dietitian, that will make your job easier. You will find these recipes just as easy to prepare as they are delicious and different.

ST. VALENTINE'S COCKTAIL

- | | |
|------------------------------------|---|
| 1 cup pineapple juice. | 8 drops almond extract. |
| 2 tablespoons orange juice. | 2 cups mixed fruit—diced pineapple, grapefruit and orange sections. |
| 1 tablespoon grenadine flavouring. | |
- Combine, chill and garnish with mint leaves.

GRAPEFRUIT WITH RASPBERRY SYRUP

Drain syrup from a can of red raspberries and cook it 5 minutes with $\frac{1}{2}$ cup of sugar. Fill centre of each grapefruit half with some of this and stand in refrigerator over night. Garnish with mint.

JELLIED APPLE SAUCE

- | | |
|-------------------------------------|--------------------------------|
| 2 cups strained apple sauce. | $\frac{1}{4}$ teaspoon nutmeg. |
| $\frac{1}{4}$ cup sugar. | 1 tablespoon gelatine. |
| 2 tablespoons red cinnamon candies. | 2 tablespoons water. |
| | 1 teaspoon lemon juice. |

Heat apple sauce to boiling point, add sugar, cinnamon candies, nutmeg and gelatine which has been soaked for 5 minutes in cold water; stir until gelatine and candies are dissolved. Cool. Add lemon juice and turn into moulds. Chill until firm. This is excellent to serve with roast pork, chicken or duck.

TUNA FISH SALAD

- | | |
|--|--|
| 1 tin tuna fish. | $\frac{1}{4}$ cup chopped toasted almonds. |
| Lemon juice. | 2 tablespoons finely chopped pimento. |
| $\frac{1}{2}$ cup finely chopped celery. | |

Flake the tuna fish coarsely and sprinkle with lemon juice. Combine rest of ingredients, and serve with mayonnaise dressing.

CHEESE WALDORF SALAD

- | | |
|---------------------------------|------------------------------------|
| 6 red apples. | $\frac{1}{2}$ cup chopped walnuts. |
| 1 cup diced celery. | nuts. |
| $\frac{3}{4}$ cup cream cheese. | Orange juice. |

Cut a slice from the top of each apple and scoop out the centres carefully. Chop the apple pulp and combine with celery and walnuts. Mix the cheese with sufficient orange juice to make of the consistency of salad dressing. Fold into the apple mixture. Pile lightly into the apple cases, garnish with a halved walnut. Serve on crisp lettuce with boiled salad dressing.

SWEET POTATO DROP COOKIES

- | | |
|-------------------------------|----------------------------------|
| $\frac{1}{2}$ cup shortening. | 4 tablespoons baking powder. |
| 1 cup sugar. | $\frac{1}{2}$ teaspoon salt. |
| 1 egg, beaten. | $\frac{1}{2}$ teaspoon cinnamon. |
| 2 cups mashed sweet potatoes. | $\frac{1}{2}$ teaspoon cloves. |
| 3 cups flour. | $\frac{1}{2}$ teaspoon nutmeg. |
| | 1 cup chopped dates. |

Cream shortening and sugar. Add beaten egg, mashed potatoes, dry ingredients and chopped dates. Drop from spoon on greased tin and bake in moderately hot oven.

SANDWICH FILLINGS

- | | |
|---------------------|--|
| Shrimp and Walnut. | Cherry Pineapple and Nut. |
| Tongue and Tomato | Cheese, Almonds and chopped Maraschino Cherries. |
| Catsup | |
| Ham and Celery. | |
| Cheese tinted Pink. | |

VALENTINE SURPRISE

- | | |
|--------------------------------------|---|
| $\frac{1}{2}$ pt. whipping cream. | Raspberry, strawberry or cherry flavoured jelly powder. |
| 1 cup cooked rice. | Water. |
| $\frac{3}{4}$ cup crushed pineapple. | |

Dissolve the jelly powder in the water. Pour into small heart-shaped moulds. Beat whipping cream until stiff. Fold in the cooked rice. Add pineapple. Pile into a sherbet glass. Unmould the heart-shaped jelly on top of the whipped cream mixture.

LAMB CHOPS WITH MINTED PEACHES

- | | |
|---------------------|-------------------------------|
| 6 lamb chops. | $\frac{1}{4}$ cup mint jelly. |
| 1 can peach halves. | 1 tablespoon water. |

Saute chops until well browned—about 10 minutes. Place on the bottom of a baking pan. Arrange peach halves on chops. Mix jelly and water and pour over all. Bake in hot oven (400 degrees F.) 20 to 25 minutes, basting with juice occasionally.

DEVILED CRABS

- | | |
|---|-------------------------------------|
| $\frac{1}{2}$ cups of crab meat, fresh or canned. | 1 cup rich milk or thin cream. |
| 2 tablespoons butter. | $\frac{2}{3}$ cup of sifted crumbs. |
| 1 teaspoon of mustard. | Salt, pepper, nutmeg. |
| 2 tablespoons of flour. | |

Flake crab meat. Make a sauce by heating milk or cream in double boiler, adding blended flour, mustard and butter, stirring until smooth. Add crab meat. Season to taste. Cool mixture. Fill shells or ramekins, cover with crumbs, dot with butter. Bake 20 minutes in oven at 350 degrees F. until the mixture smells and is brown. Serves four to six.

Tom Jenkins Twice Honoured

On the eve of his departure to join the Company's British Columbia division last month, Mr. Tom Jenkins, assistant (service meats and fish), was presented with a Shaeffer pen and pencil set by his department associates. Mr. Bill Hodgson, supervisor, acted for his staff.

Mr. W. McKerchar, president of the Assistants' Association, also made a presentation to Mr. Jenkins of a travelling toilet kit on behalf of the latter group.

Our best wishes, Tommy, in your new field! (Hope you took along a pair of ear muffs! We hear they're having Manitoba weather out there.)



Valentine Brides

February, which contains Valentine's Day, is known as the month of sweethearts, and for the five smiling Eaton brides pictured above it will be just that. For these girls who are in their second month of marriage Valentine's Day will indeed be a day "they know by heart." Our best wishes to you all.

Top Left: Miss Donna Robar (dress goods stockroom) is presented with a gift of Revereware by Mr. L. O. Vincent, supervisor, on behalf of her staff associates. Donna was married to Mr. Albert Jones (fire inspectors) on December 31 in the manse of Young United Church. Before she left, the girls of the department also held a breakfast party for Donna in the grill room, December 14.

Top Right: Wedding bells rang for Miss Louise Johnson (alterations) on Saturday, December 17, at St. James United Church. Louise became the bride of Mr. Bruce Dixon. Before leaving the store she was presented with a lovely bedthrow from the staff, Miss K. Waywood, head of department, making the presentation.

Centre Inset: It will be a white wedding for Miss Helen Kamecki (correspondence) on February 14 when she becomes the bride of Mr. Michael Panek at St. Mary's National Catholic Church. Helen left the store before Christmas and as a parting gift received a torchiere lamp from the department. As a gift from the girls she also received linen and a bedspread.

Lower Left: Mrs. Harry Gosholuk was formerly Miss Doris Dalstrom (mail order draperies). Doris, who was married in Vancouver where she will reside, was presented with blankets from the department before leaving. The girls of the department also held a shower for her December 13 at which time she was presented with a coffee table.

Lower Right: Miss Jean McWilliams (mail order lingerie) became Mrs. John Thomas Wilson on December 15 in Windsor, Ont. (Full write-up appeared in last month's Contacts.)

"Kind Hearts Are More Than Coronets..."

Imagine how you would feel if you came home on Christmas Eve and found your home destroyed by fire! That's what happened to Charlie Kershaw, a young war veteran and chemist on the research bureau staff.

Fire, which started in the heating system on December 24, left only the outer walls and roof of Mr. Kershaw's St. Vital home. The family's furnishings and clothing were entirely destroyed, leaving the Kershaws with only the clothes on their backs.

Yes, it looked like a grim Yuletide! However, Eatonians promptly whisked the family away to a hotel and saw to it that Mr. and Mrs. Kershaw and their three little ones (the eldest is six) lacked for nothing. Happily, too, the Christmas gifts had been saved from the fire so Santa Claus came after all.

Through Contacts, Mr. Kershaw wishes to express his gratitude to the research staff and Eaton's for the gifts of clothing, furniture and household necessities which have enabled them to carry on. Meanwhile the Kershaw home is being rebuilt. Truly "Kind hearts are more than coronets. . . ."

Thank You for Writing, Folks!

"Friends depart and memory takes them to her caverns pure and deep"

A flock of Christmas and New Year greetings to Winnipeg Eatonians from old timers near and far, reached Contacts' desk during the holiday period. To quote from a few:

TORONTO—Mr. Henry McQuigg, former head of Toronto buying office (then known as the western buying office) writes:

"The sunset of another year is fast approaching, or might I say the sunrise of 1950 will be here immediately. Hence I 'hie' myself to thank you muchly for sending regularly your valued store Contacts. . . .

"With the progressive march of time and business expansions, there are many new faces and names who have been entrusted with carrying and holding high 'the torch'."

* * *

VANCOUVER, B.C. — Having met so many Winnipeg Eatonians at the coast, Mr. Bob Hutton writes in part:

"Even when retired from active service with the Company, and a long way away from the scenes of one's service, the friendships that have been so strongly cemented by the years are still counted amongst one's treasures.

"In our house, Contacts is still the book-of-the-month, and you will be interested to learn that I loan my copy to Harold Midwinter and Mrs. Russell, both former Eatonians."

* * *

VICTORIA, B.C.—Bill Martin formerly staples, now a gentleman of leisure, adds:

"It is nice to meet the odd Eatonian on our visits down town. There are plenty of them and we are always bumping into someone. There are also some familiar faces in the store here. . . . A happy New Year to all our Winnipeg friends."

* * *

VICTORIA, B.C. — Bill Boorman, our former telephone chief now indulging his hobby, horticulture:

"... I'd like to give you an account of how much Contacts is appreciated, both by past Eaton employees and people from Winnipeg living in the neighbourhood who still have Eaton's and the 'Peg' at heart. Even our postman is the latest borrower, having had his school days in the 'Peg.' Victoria is enlarging its public library so I will be safe if we have to rent some space."

* * *

VANCOUVER — Doug Kinnear, formerly in charge of our ticket office, whose artistic display cards embellished Eaton's windows for many years, writes:

"Please thank the boys and girls of 137 for their warm Christmas greetings. Also please extend congratulations to our friend, Harvey Belamy, ticket writing. I'm sure he's one proud 'papa.' Kindest regards and a happy New Year to all."

Sixteen

It was also good to hear from two other retired old timers now residing in Vancouver, Louis J. Wagborn and John J. MacLeod. Now 77 years of age, Mr. MacLeod writes: "I still take an interest in what is going on around the Winnipeg store."

* * *

SCOTLAND — Tom Pendrich sent his usual cheery Christmas greeting to old friends in Winnipeg. Tom will be recalled as our erstwhile telegraph chief and a fine violinist.

* * *

NORWAY—From the land of fjords and mountains comes a lovely Christmas card bearing a long message from Eaton old timer Heine Rossebo, formerly with the men's furnishings. Now a successful business man in Haugesund, Norway, Mr. Rossebo, who has been receiving Contacts from Winnipeg friends, says in part:

"Thank you for the many happy hours I have spent together with you and my old co-workers in Eaton's through the wonderful medium, Contacts. The great essentials of a house publication are never lacking in Contacts. There is plenty of friendship in it, great inspiration to go on and improve the service-spirit of the employees, enough staff material to excite ambition in young men and women who want to climb. Besides it gives the most important glimpses of what is going on in the Company. . . .

"... I have a store with 12 employees and when one owns it oneself and things are going very good, one is apt to become lax at times. But then comes Contacts and reminds me that tomorrow is another day with great new promises, with plenty of opportunity to be of service to one's fellowmen, always reminding me that 'he who serves best profits best'!"

THE TELEPHONE

Tune: "Little Brown Jug"

The telephone was made for use,
It will not tolerate abuse,
To curb its loud incessant ring
I'll answer the first ting-a-ling.
Telephone, you and me
Can build a happy company.

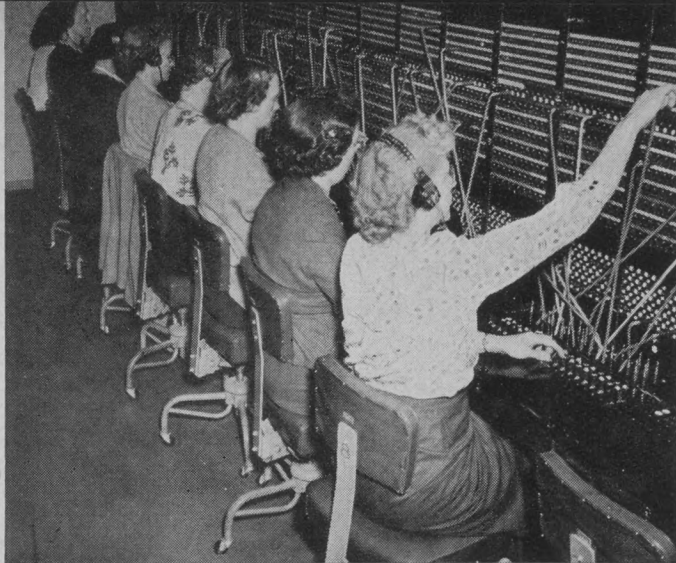
You serve the general public well,
You help me when I've goods to sell,
You are essential to the store,
Each day I need you more and more.

Telephone, you and me
Are keeping steady company.

— "Beulah Black"

"I hope," said one wife to another, "that you never nag your husband."

"Only when he is beating the carpets," said the second one. "When he is thoroughly irritated, he makes a much better job of it."



"Winnipeg, Canada, January 15, 1950.

"Dear Linda:

"I'm just bursting with news! A week after you left I started work at Eaton's. I never realized that work could be so much fun. I'm on the 'telephones,' an operator on the main switchboard

"When I used to phone Eaton's, I always imagined that they had only one line and one operator on their main switchboard. What a surprise I got! You know, Lin, when you lift your receiver and dial 3-2-5, you may ring in the Store on any one of the *one hundred and forty* incoming lines and any one of *fourteen* operators might answer you. Think of that! There's no confusion, the lines are all numbered and each girl has certain lines to answer.

"These operators certainly are busy and have to be on their toes. I am fascinated at the speed with which they handle the cords and of the knowledge of the Store they have at their finger tips. There are nearly *seven hundred* local lines, or numbers, with which to make connections. The customers might ask for these by different names or numbers, so you see how complicated things could become.

"Besides a staff of *twenty-one* operators which includes *seven* for inter-store and out business calls, plus *five* for relief work, they have a chief operator and her assistant, both of whom have been on the job for years and really know what it's all about. Our chief operator is like an encyclopedia (full of knowledge).

"It looks like a big task, but I'm learning fast and hope I'll become proficient soon.

"Bye for now,

Beulah



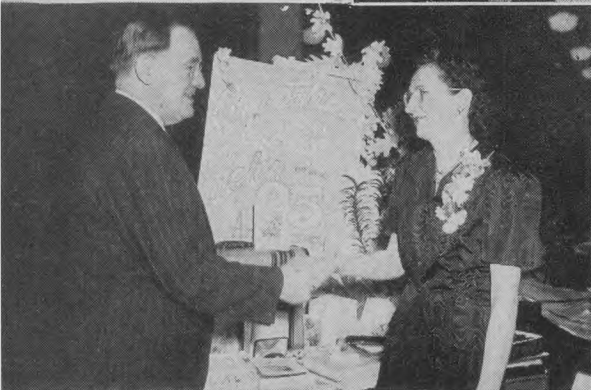
Timothy Eaton

Quarter Century

Club

Inaugurated 1919

Welcome to the EATON Quarter-Century Club



Top—Centre: Miss Frances Hinde. Right: Mr. Ben Maughan. Lower—Left: Staff superintendent, Mr. W. G. B. Dailey, congratulates Miss Helen Roome. Right: Bill Cousins is presented with a gift by Mr. A. B. Keeley, head of department.

BENJAMIN MAUGHAN

When Benjamin Maughan (drug workroom) takes his motor trip to the west coast and through the States next summer, he will be well outfitted. The staff of his department saw to that when his quarter-century anniversary rolled around on Tuesday, January 3. Ben was presented with a car radio and a pair of side mirrors for his auto, with Mr. C. D. Botting, head of department, acting for the staff.

As well as receiving many individual gifts from friends around the store and mail order, Mr. Maughan was further honoured in the evening when his associates gathered at Mr. Botting's home for a social in his behalf. Mrs. Maughan was sent a beautiful bouquet of roses as her part in the celebration. Congratulations, Ben! May the next 25 years go as quickly as the past 25.

Welcome to the Quarter-Century Club

GEORGE WILLIAM COUSINS

For George William Cousins (mail order juveniles) Thursday, January 5, was a big day. That is when he joined the Eaton Quarter-Century Club. On the grand occasion, his department associates gathered to present him with a lovely coffee table and a Doulton figurine, "Penny Farthing"—Mr. A. B. Keeley, head of department, doing the honours. Mr. Cousins, who is an ardent curler, was also remembered by his curling team when they presented him with a Ronson lighter.

Bill, as he is known to his many friends, was born in Rochdale, England. He married Hilda Wildman, formerly of the drug department. Besides curling, Bill Cousins is interested in golfing and bowling. Best wishes to a fine Eatonian!

HELEN JANE ROOME

On Thursday, January 5, Miss Helen J. Roome (mail order complaints) was met at the door by head of department and staff members and led to a gaily decorated desk loaded down with parcels. The occasion was Helen's quarter-century anniversary with the Company and she received many grand mementos of the day—from her staff associates a gold wrist watch and an overnight bag, as well as many individual gifts.

Helen, who loves to travel, is planning to use the bag next summer when she makes an extended trip, destination unsettled as yet. A native Winnipegger, Helen is also interested in golf, a game which takes up a lot of her leisure time. Good luck to you, Helen, from your many friends who wish to congratulate you on this happy occasion.

FRANCES HELEN HINDE

A beautiful case of flatware, six-place setting, in the Community Chest "Morning Star" pattern, was the gift Miss Frances Helen Hinde (mail order dress goods) received from her associates on her quarter-century anniversary, January 5. Mr. P. H. Longstaffe, head of department, made the presentation. Frances also received numerous individual gifts, and a steady stream of friends from the store and mail order visited during the day to offer congratulations.

On the evening of the anniversary, 30 members of the department feted Miss Hinde at a dinner and theatre party at Moore's and the Capitol Theatre. At this time the honour guest received a fountain pen, with Miss Jennie Wilson making the presentation. Frances, who has many hobbies and interests, among them bridge, interior decorating and travelling, plans to take an extended trip to Toronto and eastern points next summer during her quarter-century holiday.

Congratulations on your Thirtieth!

During January the following Eatonians celebrated their Thirtieth Anniversary with the Company. To them is extended congratulations and best wishes.

MISS MAY BROUGHTON (jewellery)	January 12
MR. ROBERT HAMILTON (watch repairing)	January 14
MR. WALTER McNAUGHT (head of department, general office)	January 21
MR. A. P. CAMERON (coffee blending)	January 26

Long Life and

Gifts and Good Wishes
on Retiring Employees
Their Association



Reading From Top to Bottom on Page Twenty

FLORENCE TALLMAN, top left (juvenile wear), 19 years. Retired January 21. Presented with wrist watch.

VENA TUTTLE, right in top left picture (juvenile wear), 39 years. Presented with a cheque. Retired January 18.

(Picture taken at breakfast party. Also in picture, Mr. Fred Barnsdale, supervisor, left, and Mr. C. R. Carswell, group manager, right.)

GEORGE TICEHURST (painters), 27 years. Retired on January 7, is greeted by his head of department, Mr. Jack Morrison, right. Gift to be presented later at a dinner party.

DUNCAN MARTIN, right (watch repairs), 30 years. Retired January 7. Presented with table lamp by Mr. Alex Cranston, left, head of department.

EDNA MARQUIS, fourth row, right (drugs), 23 years. Retired January 14. Presented with hand-bag by Mr. N. M. Gray, right, head of department.

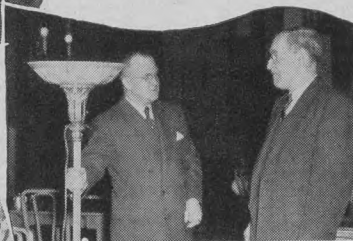
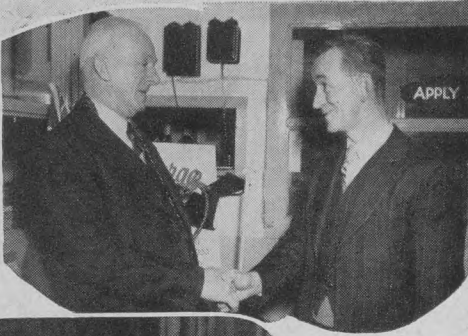
SAMUEL E. COONE, fourth row, left (jewellery), 41 years. Retired January 14. Presented with a travelling case by Mr. Alex Cranston, right, head of department; Ernie also received a matching bag, presented by Mr. Jack Syme, at a stag party.

WILLIAM SLINGER (furniture), 24 years. Retired January 14. Presented with torchiere lamp by Mr. W. G. Thomson, left, supervisor, at a breakfast party.

JOSEPH FARMER, bottom row, left (sporting goods workroom), 22 years. Retired January 14. Presented with a golf caddy cart by Mr. W. Wilson, head of department.

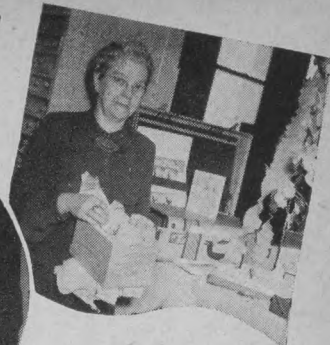
VIOLET (RAE) PATCHING, bottom row, right (mail order gloves), 43 years. Retired January 14. Presented with an easy chair, rug and lamp by Mr. C. Campbell, right, supervisor. Also received many other individual gifts.

Twenty



Contentment!

Wishes Showered Eatonians by Associates



Reading From Top to Bottom on Page Twenty-One

HELEN SIMPSON, top right (mail order notions), 30 years. Retired January 14. Presented with a travelling case by Mr. S. H. Williams, supervisor.

JAMES SMITH, top left—right (mail order men's furnishings), 31 years. Retired January 14. Presented with a radio by Mr. J. R. Orr, assistant, left.

DAVID WILSON, left picture (mail order farm implements), 42 years. Retired January 14. Presented with a portable radio and many individual gifts with Mr. W. S. Crooks, supervisor, acting for the department.

SAM KANE, right picture (mail order boys' clothing), 33 years. Retired January 14. Presented with a gladstone bag and a dunnage bag by Mr. H. W. Daly, head of department, during a dinner at the Homestead.

BERT OFFER, left picture (printing plant), 30 years. Retired January 14. Presented with a console mirror by Mr. W. D. McLaren, supervisor.

FREDERICK DARNELL, right picture (assistant, mail order furniture), 38 years. Retired January 14. Presented with a travel case by Mr. Dick Wright. Mr. Darnell was also honoured during a dinner at Moore's and received many individual gifts.

ROBERT HAMILTON, right picture (jewellery work-room), 30 years. Retired January 14. Presented with a table lamp by Mr. A. Cranston, head of department. Also guest at a stag party held at the home of Mr. H. Wiseman where he was presented with a set of pipes.

JOHN GILLAN, left picture (service meats), 26 years. Retired January 7. Presented with a mantel radio by Mr. W. Hodgson, supervisor, at right of picture.

AGNES WEIR, right picture (lingerie), 36 years. Retired January 18. Presented with a wrist watch by Mr. N. Cook, supervisor. She also received many individual gifts from friends around the store.

ISABELLA WOOD, left picture (drugs), 34 years. Retired January 18. Presented with a coffee table by Mr. G. P. Blakeman, supervisor.



Long Life and Contentment!

(Continued)

*

Reading From Top to Bottom on This Page

RICHARD COE, right, in top picture (engineers), 33 years. Retired January 18. Presented with a bedthrow in department by Mr. A. P. Bowman, head of department, left. Fellow workers also presented him with an electric motor for his hobby workshop.

JOHN PATTISON, right, in circle (china packing), 33 years. Retired January 18. Presented with a wallet by Mr. R. J. MacLean, assistant, left.

JESSIE WILSON (women's dresses), 18 years. Retired January 18. Presented with a gate-leg table by Mr. J. A. Ferguson, supervisor.

LEONARD READER, left, (draperies), 34 years. Retired January 18. Presented with a portable radio by Mr. H. W. Cooper, supervisor, right, at a party held in Mr. Reader's honour at Mr. Cooper's home.

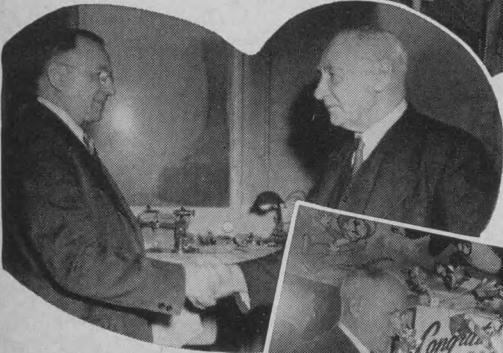
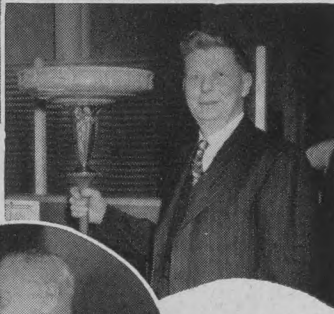
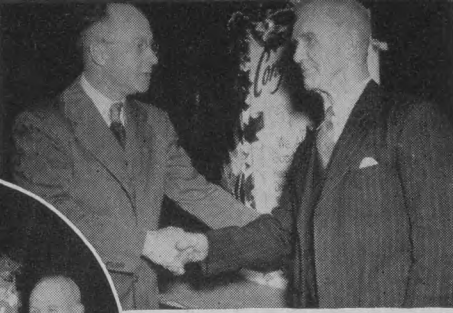
ROBERT ROULSTON (mail order drugs), 31 years. Retired on January 18. Presented with a trilight lamp by Mr. R. L. McGurk, assistant.

WILLIAM DAVIDSON, right in picture, (assistant, watch repairing), 38 years. Retired January 18. Presented with an occasional chair by Mr. O. Olafson, assistant, left. Also presented with a set of pipes at a stag party held at Mr. H. Wiseman's home.

HUGH McFADYEN, right (cartage), 30 years. Retired January 18. Presented with an easy chair by Mr. C. Tucker, supervisor, left.

JAMES ROBERTS, pictured at bottom left, (delivery) 30 years. Retired January 18. Presented with a torchiere lamp by Mr. C. Tucker, supervisor. At a dinner in his honour at the St. Regis, Jim also received a curling sweater and a wonderful birthday cake.

Twenty-Two



Long Life and Contentment!

(Continued)

*

Reading From Top to Bottom on This Page

JOHN MORGAN, centre (receiving room), 34 years. Retired January 18. Presented with a book case by Mr. D. Galbraith, head of department. Mr. Morgan is pictured with his four charming daughters.

ROBERT BOYCE, circle and left in picture (engineers), 30 years. Retired January 14. Presented with a trilight lamp and shade by Mr. John Verhoef, right. Bob also received many individual gifts.

MARGARET GRIEVE (service groceries), 34 years. Retired January 18. Presented with a monogrammed wallet by Mr. G. B. Douglass, head of department.

GEORGE LIVINGSTONE, left (receiving room), also retired January 18. Presented with a chime clock. Both presentations were made by Mr. D. Galbraith, head of department.

JOHN JERVIS, right (caretaking) 30 years. Retired January 18. Presented with a mantel radio.

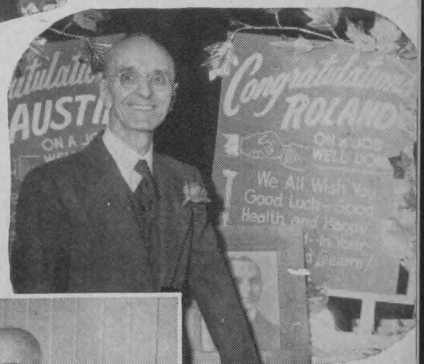
MABEL MYCOCK (groceries), 34 years. Retired January 18.

ROLAND BOWERS (service groceries), 38 years. Retired January 18.

AUSTIN IRWIN (assistant, service groceries), 36 years. Retired January 18.

Miss Mycock, Mr. Bowers and Mr. Irwin each received a monogrammed wallet as a memento from their staff associates, presented by Mr. G. B. Douglass, head of department.

Twenty-Three



Long Life and Contentment!

(Continued)

*

Reading Down at Left on This Page

MARIE AMISON (china department), 30 years. Retired January 14. Presented with "Fortnight" travel case from the department by Mr. V. Dancer; also a host of individual gifts from friends around the store.

JOSEPH TAYLOR, left in picture (decorating office), 37 years. Retired January 14. Received a handsome pen and pencil set presented by Mr. Jack Morrison, head of department.

RICHARD WHITE, left in picture (carpets), 40 years. Retired January 14. Presented with a gladstone bag by Mr. H. G. Jephson, supervisor, during dinner party at Moore's.

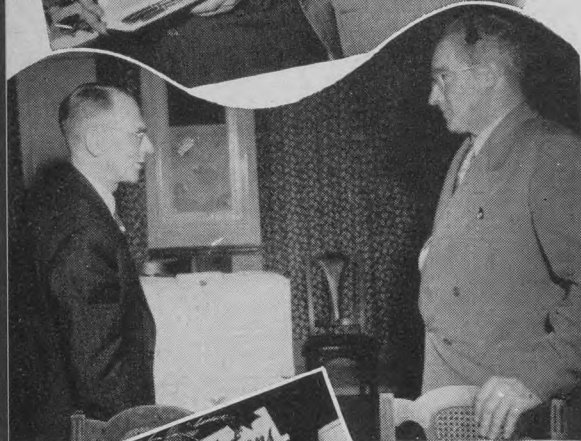
LOUISE BODE, fourth row (sales audit), 42 years. Presented with trilight lamp by Mr. Rod Anderton, supervisor. Miss Bode's desk was also loaded with tributes from her many friends.

Six Good Men and True!

(Pictured Below)

A staff dinner party held at the Fort Garry Hotel honoured these pioneer members of mail order staples on January 14, left to right:

THOMAS JOHNSTON, 43 years; **JAMES EGERTON**, assistant, 40 years; **ALBERT CHURCH**, 38 years; **EDWARD LORD**, 33 years; **JOHN R. HEARST**, 31 years; **JACK SWANN**, 26 years. Mr. Johnston's parting gift was an easy chair; Mr. Egerton's a gladstone bag; Mr. Church received a mantel radio, and Mr. Hearst, golf equipment. Mr. Lord and Mr. Swann, who retired in July and August, 1949, received their remembrances at that time.



Long Life and Contentment!

(Continued)

*

Reading From Top to Bottom on This Page

WILLIAM J. BENSON, left in top right picture (general office), 31 years. Retired January 18. Presented with a brief case by Mr. W. A. McNaught, head of department, right.

CHARLES ROBSON, left (mail order furniture), 30 years. Retired January 18. Presented with an easy chair by Mr. G. Thomson, supervisor, right. Mrs. Robson received a handbag.

ARTHUR CASSIE, right (box factory), 41 years. Retired January 14. Presented with a golf bag by Mr. H. V. Clarke, supervisor, left. Mr. Cassie also received an easy chair presented by Mr. J. Hutchinson on behalf of the supply department.

ARTHUR PAYNE (mail order packing), 38 years. Retired January 18. Good wishes in his well-earned leisure were extended to Mr. Payne by Mr. E. G. Rogers, supervisor.

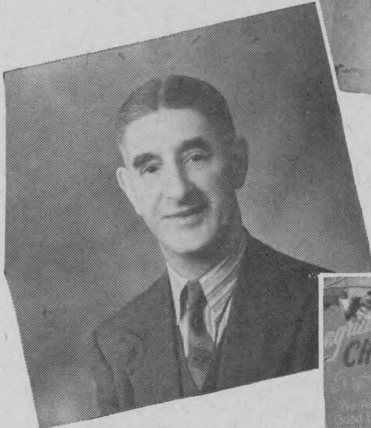
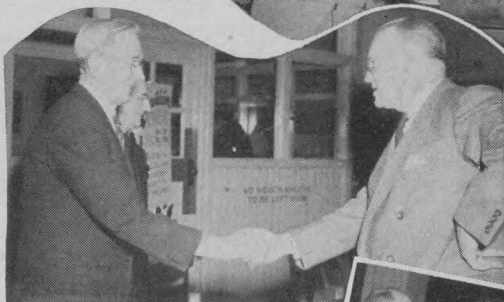
CHARLES GOODMAN, right picture (mail order men's furnishing), 32 years. Retired January 19. Presented with a ring by Mr. J. R. Orr, assistant.

ALLAN F. MASON, left, in circle picture (carpets), 30 years. Retired January 18. Presented with a console mirror by Mr. H. G. Jephson, supervisor, right, during a dinner in his honour at Moore's restaurant.

FREDERICK WEBSTER, left, in right picture (mail order packing), 32 years. Retired January 18. Presented with an easy chair by Mr. E. G. Rogers, supervisor, right. Also received many individual gifts.

ARTHUR MABEE, left in bottom row (paints and wallpaper), 24 years. Retired January 19. Presented with an easy chair by Mr. N. Forbes, supervisor.

ELIZABETH McKNIGHT (mail order notions), 32 years. Retired January 18. Presented with an exquisite Moorcroft vase by Mr. J. W. Aker, head of department.



CONTACTS

TWIN CITIES HOLD A PARTY

250 Employees Attend Gala Event



Annual Christmas Dance Proves Fun for Lakehead Eatonians

(See Pictures on Facing Page)

More than 250 employees of the Port Arthur store and Fort William foodateria attended their annual dance Tuesday, November 15, in the new Legion Hall.

The 1949 party was considered one of the gayest and most successful in years and, as the pictures verify, everyone had a good time. The hall was decorated in our colours, blue and white, with streamers and coloured lights—thanks to Wilf Brown (display).

Starting the evening out with a bang was a grand march led by Mr. J. A. Snowden, store manager. "Paul Joneses" and spot dances added to the fun. Refreshments were served by the Ladies' Auxiliary of the Canadian Legion.

The committee in charge of the dance consisted of Bert McDowell, chairman; Miss H. Weryho, Miss B. Ostenrud, Miss M. Yagnach, C. Bennett, W. Brown, J. Cochell, G. Rudd, B. Stamp, T. Odell and H. Adderley. Many thanks to them for a grand party. It was such fun we can hardly wait for next year's event.

Dauphin Branch Holds Christmas Party

On Wednesday evening, December 14, Dauphin staff members and friends gathered in the Legion Hall for what turned out to be the most successful party the store has ever staged. The event got underway with a sumptuous feast of turkey with the trimmings. This was followed by an enthusiastic sing-song led by George Reid with Walter Fordyce at the piano. Both popular songs and the old favourite Christmas carols were sung with much gusto.

Toastmaster and store manager, Mr. H. L. Heath kept the evening at a lively tempo with his well-chosen remarks and introductions. Following a few welcoming remarks, he called on "Joe" Johansson for the variety program under his direction. This included musical numbers, stunts and an enactment of the well-known radio show, "Twenty Questions."

Assisting artists on the program included Edythe Podolski, Marge McRae, Fred Baggett and Harold

Clifford. The twenty questions panel was composed of the department heads with their wives, and Mr. and Mrs. Heath.

At the close of a very enjoyable dinner Mrs. Heath was presented with a lovely bouquet of roses with Roberta Neill acting on behalf of those present. Mr. W. D. Fordyce moved a vote of thanks to the management for making the evening possible. The dance program which followed left little to be desired—all in all a grand party.

WHAT'S THIS? Vancouver In Ear Muffs!

"Alas for the glory that was Greece!" In mid-January our men's hats and furs department in Winnipeg received a rush order from Vancouver for wool toques and ear muffs.

Oft in the stilly night
I've dreamt of B.C.'s clime,
Where shirt-sleeve golf is a constant joy,
In the good old winter time.
Whilst here in Manitoba
We breast the howling blizzard,
Drifting snow and thirty below,
That bites right through your gizzard.
When, lo! Vancouver wires us,
"The temperature is skiddin',
Please rush wool toques and ear muffs—
We're freezin' now—no kiddin'!"

Meat Department News

Miss Annette Witrowich (meat office) recently became engaged to Mr. Bill Berkach of the Cana-

dian Co-Operative Farm Implement Company. The couple plans to be married in February. Best wishes to both of you.

Bill Baker is still on the sick list. Hope you'll be back soon, Bill.

Weight 46½ Lbs.! (The Fish—Not Dinty)

Most of us in these parts remember Dinty Moore (formerly women's shoes, Winnipeg) as a golfer, one who, on occasion, can be vocal about his score.

The genial Dinty is now with our B.C. division, and here we see him in the role of a fisherman.

That 46½-lb. catch was taken at Campbell River, B.C. We can't dispute the scales, Dinty, it sure is a kingfish! Congratulations.





Snow Flies . . . And So Do The Bluebirds!

The Bluebirds are on the wing again, after a very successful meeting at the "Edgewater," at which time new officers were elected. Interesting films were shown and everybody left with a hope for snow.

The snow came and the gang invaded the slopes of Lockport, January 4. A bus load left Moore's for an afternoon of grand sport and returned with a group of skiers all much happier for the outing, with no casualties.

The last outing was on January 11 and the Bluebirds again had a beautiful day at Lockport—10 degrees above zero (practically Florida weather).

If there are any who believe the club consists of skiers of a professional quality, you are in for a big surprise; 75 % consists of new skiers. So come on out and get some of the best instruction available, namely in the hands of Frank Gowley. All you do is contact one of the executives below, and they will forward you an application. Join up—be one of the birds—Bluebirds that is.

Executive 1949-1950

Honorary president, H. Aseltine; past president, Bill Spenceley; president, George Gould; vice president (transportation), Vic Garbutt; secretary, Shirley Baldner; publicity, Bob Hale; treasurer, Gord Wallace; assistant treasurers, Grace Martin, Mary Ripley; competition and equipment, Henry Gilbert, Lee Blair; membership, Yvonne Payne; social, Bob Mitchell, in charge; Vi Glass, Fran Monteith, Una McKenzie, Pat McGowan, Herb Bingham, Chris McKenzie.

Your Floor Representatives

7th Floor—Shopping service

6th Floor—Isabelle Hanna (expense office)

5th Floor—Hazel Cooper (juveniles)

4th Floor—Mary Ripley (ladies' sportswear)

3rd Floor—Henry Gilbert (sporting goods)

2nd Floor, 1st Floor—Jean King (women's hosiery), Una McKenzie (stationery)

Basement—Marg Goatcher (electricals)

Mail Order—Herb Bingham (55 department, 4th floor); Chris McKenzie (61 department, 5th floor)

"Instructions" For Bowlers

Here's a list of whimsical bowling instructions that have been going the rounds. Eaton bowlers, like keglers everywhere, are sure to get a bang out of 'em!

1. After picking out the best ball, stand in front of your favourite alley, thus giving no one a chance to bowl there.
2. Before throwing the ball, have your captain call the attention of all bowlers to your perfect stance.
3. If you make a strike, look around and smile.
4. If you make two strikes, calmly walk over and chalk it up, being very careful not to smile at this time.
5. If you make three strikes in a row, nonchalantly light up a cigarette; even if you don't smoke, light one anyway.
6. If you throw the ball in the gutter, grab your leg quickly and limp to the bench, growling something about slippery shoes or bad breaks.
7. If you get a headpin, study the situation carefully, meanwhile thinking of the good time you had on your vacation. Then try and make it.
8. If you have a low score, tell the captain confidentially that you did it for the purpose of getting a bigger handicap. If you haven't your bowling shoes on, or if you haven't your own ball, remember these are also good excuses for low scores.
9. If a bowler on the opposing team makes a poor shot, laugh loudly and attract everyone's attention.
10. If your opponent makes a strike, always sneer and talk about horseshoes and four-leaf clovers.
11. Never give the other team any credit; always talk about how funny they throw the ball.

Twenty-Eight



12. When marking the score, look around, and if no one is looking, mark down a few more than you made.
13. If you miss an easy spare, laugh it off and say you tried something new.
14. If your team lost the last game, point to the fellow who made a couple of bum shots and yell, "You're the fellow who lost the game." This will restore his confidence and he will appreciate your calling his attention to the matter.
15. If you lose a couple of games, complain to the secretary about lousy bowlers on your team—the guy that makes the most complaints is automatically elected secretary for the next year.

—"The Aluminum Sheet" of Aluminum Co. of Canada, re-printed from "Flash," Toronto, (and Contacts snitched it from "The Edmontonian").

The conscientious father was dispensing advice to his son who was about to be married.

"Co-operation is the foundation of successful marriage," pop said solemnly. "You must do things together. For instance, if your wife wants to go for a walk, go for a walk with her. If she wants to go to the movies, go to the movies with her. If she wants to do the dishes, do the dishes with her."

The son listened dutifully, then asked: "Suppose she wants to mop the floor?"—Phoenix Flame.



EATON CURLING QUEENS HIT THE BROOM!



The Eaton Women's Curling Club, over 100 strong, turn out to curl every Monday, Wednesday and Friday from 5 p.m. to 7:30 p.m. at the Eaton curling rink, Mayfair Avenue. The ice is a riot of colour with the smart outfits of our curling queens.

Getting away to a good start with a dinner held at the Valour Road Legion Community Centre, and with Christmas rush and stocktaking safely behind, the club has settled down to its steady schedule marked by keen competition.

Their energetic and enthusiastic executive consists of: *past president*, Louisa Maughan; *president*, Ruth Bardal; *first vice-president*, Mary Moore; *second vice-president*, Madeline Doyle; *secretary-treasurer*, Ethel Smith; *ice conveners*, Mary Ewing, Ellen Deason, Ruby Fraser; *special conveners*, Mary Ripley, Clara Greenwood.

The Personnel of the Different Rinks

MONDAY

Veronica Walsh, skip (33)
Nettie Shulhan, third (1100G)
May Turk, second (5)
Marion McPhail, lead (270)

Anne Longmuir, skip (212)
Violet Campbell, third (281)
Rita Bovey, second (212)
Marion Johnston, lead (152)

Helen McKay, skip (101)
Kay MacAlpine, third (256)
Ella Brown, second (140)
L. Meiklejohn, lead (233)

W. Jamieson, skip (294WR)
May MacKay, third (102)
Elaine Engel, second (270)
Frances Burt, lead (260)

Jean Kerr, skip (161)
Florence Goldie, third (204)
Rita McBurney, second (159)
May Brown, lead (1100M)

Nita Walker, skip (404)
Jessie Sutherland, third (113)
Winnie Johnson, second (281)
Marion DesBrisay, lead (102)

Flo Owens, skip (104)
Sheila Wallace, third (140)
Jean Fairhall, second (5)
Cece Millen, lead (260)

Dorothy Tarrant, skip (203)
Mary Ripley, third (246)
Jean McKendrick, second (9)
Dorothy Chambers, lead (901)

Elizabeth Bell, skip (209)
Ellen Deason, third (9)
Eileen Thompson, second (104)
Eleanor McKay, lead (760)

Ethel Smith, skip (1005)
Evelyn Quinton, third (203)
Wilma Peach, second (100S)
Alison Campbell, lead (102)

WEDNESDAY

Ruth Bardal, skip (102)
Norma Burkett, third (212)
Joan Hall, second (256)
Kriss McKenzie, lead (61)

Robina Haight, skip (102)
Kay Shores, third (118A)
Hilda Sim, second (152)
Anne Spafford, lead (53)

Molly Mitchell, skip (102)
Ada Dick, third (104)
Dora Perry, second (102)
Edith Yates, lead (27)

May Pfeiffer, skip (113)
Mary Bell, third (101)
Connie Murton, second (15)
Gladys Penhall, lead (102)

Louisa Maughan, skip (102)
Una McKenzie, third (205)
Sigrid Beal, second (37)
Marg Mitchell, lead (104)

Sig Breckman, skip (41)
Dorothy Cloque, third (104)
Mabel Carter, second (236)
Eileen Thompson, lead (104)

Doris Barr, skip (5)
Gwen McKnight, third (214)
Ellen Schram, second (172)
Mary Sadler, lead (167)

Mary Moore, skip (167)
Mary Ewing, third (139)
Nancy Kelly, second (205)
Joyce Wright, lead (101)

Kay Chisholm, skip (209)
Betty Schram, third (137)
Vera Ball, second (152)
Vera McCaw, lead (172)

Kay Anderson, skip (256)
Clara Greenwood, third (139)
Mary Allan, second (236)
Anne Hopps, lead (60)

FRIDAY

Kay Chisholm, skip (209)
Ruth Bardal, third (102)
Mona Texmo, second (119)
Beryl Dancer, lead (101)

Veronica Walsh, skip (33)
Jean Ewart, third (101)
Mary Ewing, second (139)
Aldis Benjamenson, lead (122A)

Flo Owens, skip (104)
Robina Haight, third (102)
Norma Burkett, second (212)
Mona Johnson, lead (122A)

Ida Smith, skip (101)
Edith White, third (108)
Cynthia A. Jones, second (236)
Connie Murton, lead (15)

Sig Breckman, skip (41)
Edith Wells, third (174)
Kay Shores, second (118A)
Grace Sim, lead (101)

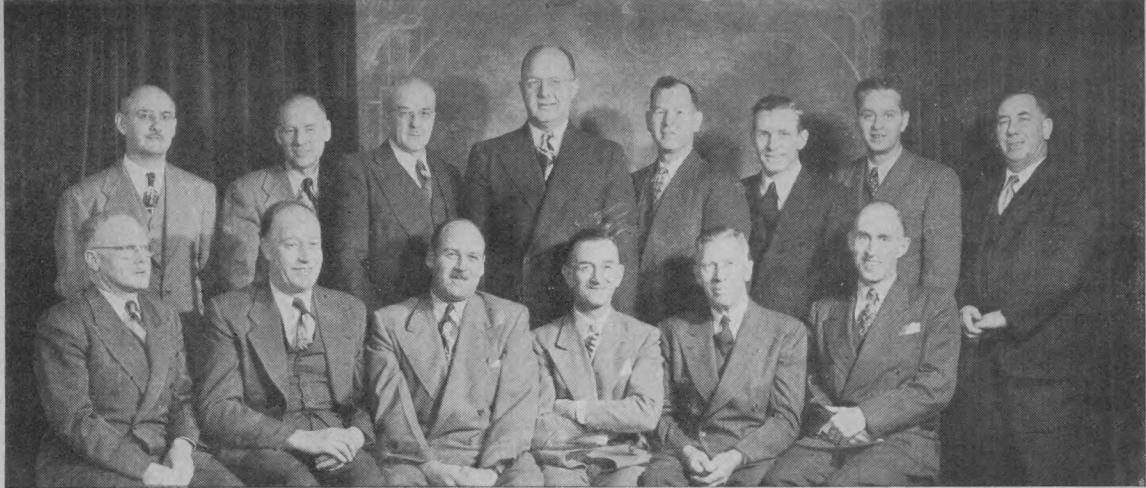
Nita Walker, skip (404)
Ethel Smith, third (1005)
Ruth Hodgson, second (41)
Rita McBurney, lead (159)

Helen McKay, skip (101)
Anne Longmuir, third (212)
Marg Smewing, second (156)
Thelma Westerlund, lead (101)

Jean Kerr, skip (161)
Kay Anderson, third (256)
H. Wurmlinger, second (1100A)
Marion Smart, lead (122A)

W. Jamieson, skip (204WR)
Mary Moore, third (167)
Ruby Fraser, second (156)
Dorothy Chambers, lead (901)

Elizabeth Bell, skip (209)
Louisa Maughan, third (102)
Madeline Doyle, second (140)
Doris Henery, lead (55)



Eaton Men's Curling Executive

Standing, left to right—L. A. Wimble, N. W. Gray, G. Allan, A. Arnason, S. Agnew, E. Moore, W. Hay, J. Robinson.
Seated—E. Ramsay, treasurer; J. Newton, D. Howat, 1st vice-president; J. Morrison, president; F. G. Tease, past president; R. B. McIrvine, 2nd vice-president.

Hoot Mon! Here's The Big News!

**Eaton Men's Curling Club Annual Bonspiel Gets Under Way . . . 106 Rinks To Play For McGee Memorial Trophy (Emblematic of Store Championship)
. . . Competition Starts On or About Thursday, Feb. 16**

Every rink in the men's club is included in this competition, adding up to a grand total of 106 rinks, and that number will provide enough games to make a big 'spiel anywhere!

There are two events, the main one, in which all rinks winning their first game will stay in until defeated. The consolation, in which rinks losing their first game in the main event will be entered. Play is strictly knockout, lose a game and you're out.

Each rink is assured at least two games. Rinks must play at specified times and place or default. There will be no exceptions to this rule.

There will be two and sometimes three draws each night, and play will continue *every night* for approximately ten days, until the winners are declared. Games will be of ten ends, with the semi-final and final games of twelve ends each.

To bring this 'spiel to a successful conclusion, and to give the draw committee all possible help with their tremendous task, the co-operation of all competitors is requested.

IMPORTANT! All Skips Please Note:

The First Draw Is Published on Facing Page

On and after February 15, complete information as to time and place of games will be posted each morning on notice boards in the mail order time office and the city time office on the second floor. These will be the only notices issued, so please check with one of these notice boards *each morning* while you are in either event.

**So Go To It, and Good Luck, Boys,
May the Best Rink Win**

Well, Eaton curlers, now that the rush of Christmas shopping and the recent extra work of stock-taking is over, it is to be expected that our games, schedules and everything connected with the Eaton Curling Club will be back to normal and running smoothly, anyway, our president, Jack Morrison, says that's so, and he should know, he's the boss.

On Saturday evening January 21, the presidents and secretaries of the Winnipeg district curling club staged their annual curling classic at the Eaton rink. After the games the guests were given a buffet supper expertly supplied by our popular rink steward, Alec Scalina.

The standings at press time: In Group 1, "A" class: "Doc" Herriot and J. Young tied for top with 8 wins and 1 loss. "B" class: Arni Arnason is top with 7 wins and 3 losses. "C" class: Jack Morrison is top with 6 wins and 4 losses. "D" class: H. Hogg and Bill Kittson tied for top honours with 5 wins and 4 losses. "E" class: Cauldwell stands alone with 5 wins and 4 losses.

The Wednesday afternoon Civic-Caly group have Ken Chalmers and Casey Gray on top with no losses.

(Continued on Page Thirty-One)

First Golfer (trying to get out of a trap): "I say, the traps on this course are very annoying, aren't they!"
Second Golfer (trying to putt): "Yes, would you mind closing yours?"

Well, men golfers, we're going to keep our "trap" open long enough to make this important announcement about

The Annual Golf Meeting

The Eaton Men's Golf Club annual general meeting will be held at 8:45 a.m. sharp, on Monday, February 13, 1950, in the assembly hall, seventh floor, store building.

The positions open for nomination are: 1—Vice-president to be elected from mail order personnel. 2—Secretary-treasurer. 3—Two representatives from the city. 4—Two representatives from the mail order. 5—One representative from the garage building.

Nominating Committee—Mr. G. S. Houston (W167), Mr. J. Thompson (W253), Mr. G. M. Bell (W101), Mr. W. Cousins (W10). Nominations will be received up to and including Friday, February 10, 1950.

Person making nomination should obtain consent of nominee to run and submit name to nominating committee by February 10.

Remember, fellows, a strong committee makes for a more enjoyable season! Show your interest by attending the annual meeting February 13.

Hoot Mon! Here's The Big News!

(Continued from Page Thirty)

The draw committee's plan to decide the winners in the different groups for this season's play is as follows:

In group numbers 2 to 9 the rink with the most wins in the first round of 9 games will be the champs of their group.

In the number 1, or 8 o'clock club group, total wins in the first two rounds will decide the position of rinks in the third round, which is to be composed of four groups of seven rinks. The aggregate winner, the rink with most wins at the end of the third round, will be the club champion.

Third round A, B, C and D classes, the rinks with the most wins in their class in the third round will be the champs of the class they finish

the season's play in. So you see the third round is the all-important one in group 1.

It is quite possible that the fourth round may not be entirely completed due, in part, to the time needed for the McGee cup event.

The recent Brier cup play-downs, group 2 comprising the Granite, Grain Exchange, West Kildonan and Eaton rinks, was won by Bill McLeod's rink, veteran skip of the Grain Exchange.

In the first game at the Grain Exchange, Bill McLeod topped an Eaton rink skipped by J. Young; the second game at Eaton's, Cassidy of the Granite, had the edge on Eaton's Andy Duncan; but the third game was different at the Grain Exchange. Eaton's Bill McKnight gave the Anderson boys of West Kildonan a real trimming, 16 to 6.

—Bill Hall, art room, paint shop

Here Is the Draw—and Good Luck, Gentlemen Skips!

L. Wimble vs D. Ticehurst
 H. Olafson vs R. Schlamp
 J. Kellas vs W. Chalmers
 G. Allan vs N. Findlay
 H. Higginson vs A. Boyd
 H. Hogg vs J. Roberts
 J. Bundy vs J. Young
 W. Falls vs R. Spencer
 A. Johnston vs R. Laidlaw
 W. Hay vs A. Stewart
 G. MacKenzie vs J. Young (ptrs)
 C. Ayres vs W. Scott
 A. Kent vs H. Claney
 L. Wilkie vs R. Chatwin
 W. Rennie vs C. Tucker
 C. Blenkhorn vs W. Hall
 J. Robinson vs K. Sutherland
 (group 7)
 T. Davis vs J. Kooning

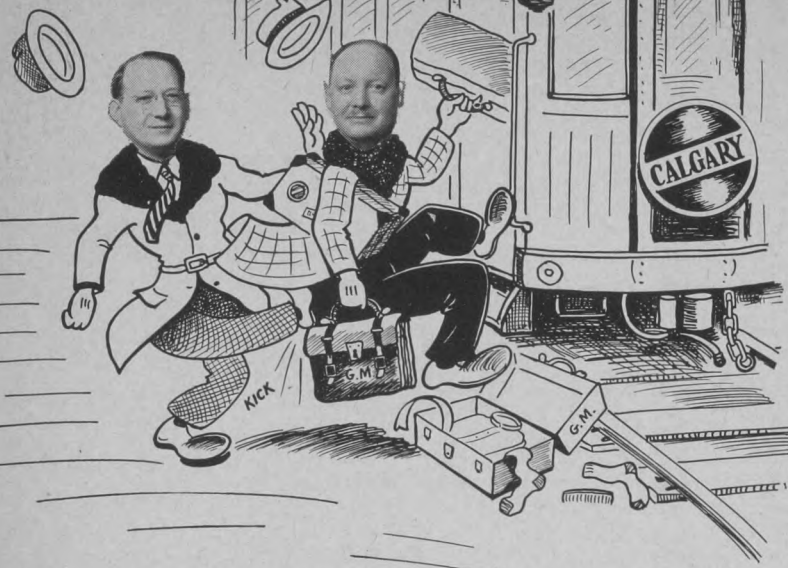
H. Dale vs J. Johnson
 J. Jenkins vs J. McSloy
 A. Herriot vs J. Smith
 R. Coe vs C. Osborne
 A. Harding vs J. Graham
 H. O'Grady vs K. Chalmers
 W. Sorby vs J. Morrison
 J. Best vs G. Ramsay
 I. Dickson vs H. Cauldwell
 E. McFadzean vs K. Sutherland
 (group 8)
 A. Cassie vs R. Hutton
 Bean vs J. Cleaver
 Ludlow vs A. McDonald
 R. Parker vs J. Kooning (cptrs)
 A. Arnason vs D. Mackie
 S. Florence vs N. Gray
 W. Wilkinson vs G. Agnew
 A. Duncan vs N. Locke

S. Lentle vs C. Horsfall
 E. Rowland vs E. Moore
 E. Bergen vs R. Ferguson
 A. Duncan (carpenters) vs
 G. Huntington
 E. Adey vs J. Black
 F. Tease vs W. Milne

First Bye

A. Boyd (group 7) vs J. Stuart
 F. Harper vs J. Moore
 J. Laing vs E. Lane
 Vien vs S. Cameron
 J. Morrison (ptrs) vs B. McLarty
 W. McKnight vs C. Julius
 W. Harrison vs W. Milne
 R. Orr vs H. Tait
 F. McKenzie vs D. Howat
 W. Kittson vs R. Burgoyne
 McDowell vs A. Duncan (ptrs)

TRAIN TO
CALGARY



Pin-Boy Chatter

By Alf Beavis

Calgary again has made a gain at the expense of the Winnipeg team — not in yards for the Stampeders, but in poundage for the Eatonians! We, naturally, mean the Eaton Mixed Bowling League's genial president, Mr. George (IV) Murray, who left our city on Saturday, January 7, to take up new responsibilities in the Calgary store.

It was a short bowling season for you, George, but you've more than led the successful way, and the combined forces of Eaton's

Mixed cannot wish you enough success and happiness in your new venture.

Regrets? For sure! But it is a happy welcome on the other hand, that we also extend to our past president, George Firth, who will again take over the driver's seat and see us through, to what is sure to be, one of the most successful seasons yet—thanks to two Georges!

Actual bowling news is brief this month owing to the Christmas cessation of battles in the league, and on January 3rd, only divisions 5 and 6 took to the polished floors.

In Division 6, with Raiders and B. Bees tied for top place, Joe Green, Joe Leighton and Lenore Miller set the pace with 677, 617 and 660 respectively. Cay Dorge and Doug McPherson produced lovely singles of 288 and 259.

Division 5 showed evidence of New Year's resolutions with all six high-score records being broken

in fewer games. Percy Cook of the division leaders, Alley Byes, led the way with the new men's high three of 874 including handicap.

Split Atoms in second place, lost two to the Wal Bees who chalked up the other fine records including a high team single of 1221 and a high team three of 3002.

Kay "Caddy" Chisholm was the star of the night with a ladies' new single of 374 and new high three of 787. Yours truly, A. Beavis, set the men's single at 369. All record scores include handicaps.

Mail Order Takes The Puck!

Hockey Notes By Helgi

With the hockey schedule at the half-way mark, we find the two mail order teams running first and second in the standing and the two store teams tied for the third place: Vikings 9, Gremlins 5, Flyers 3, Rockets 3.

The leading scorer is Len Brown of the Vikings, who has 13 goals and 3 assists for 16 points. Nick Doyle and Gord Hamilton, both of Vikings, have 10 and 8 points respectively. Don Gibson of the Gremlins spent 20 minutes in the penalty box, and Doug Snell of the Flyers, 10 minutes in the "sin bin."

Plans are now under way for our big booster night at the Amphitheatre with proceeds going to the Children's Hospital.

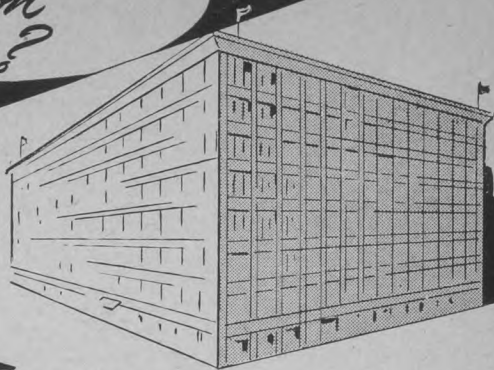
Mail Order Combine Team

In the recent Charlie Gibson bowling competition, this team bowled a total score of 2,982 pins which, with a handicap of 796, gave them the second-place grand total of 3,778 pins.

Left to Right, Sitting: Norm Henry (5), Tom Cormie (67). Standing: Jimmy Reay (12), Pat Fox (132), Albert Waller (5).

Thirty-Two





BASEMENT STORE

Meats Department

Best wishes go out to Miss Evelyn Notation who is sporting an engagement ring (an heirloom, no less). The lucky man is Mr. William Buckels.

Also best wishes to Miss Ann Shimanski who is showing off her diamond. Her lucky boy friend is Mr. Warren McMillan.

A bouncing baby girl has arrived at the home of Alf and Alice Jarvis. She arrived Sunday, January 15. Latest report is that baby Barbara and mother are both doing well. Thanks, Alf, for the cigars.

Members of 284 flocked to the lovely new home of Mr. and Mrs. Bruce Price on a Saturday evening, the occasion being a warming-up party. The evening was spent in dancing and a good old sing-song. Mr. Henry Kuhn presented the hosts with a very suitable gift. Later on in the evening refreshments were served which were enjoyed by all. Our thanks, Noreen and Bruce, for a night of fun.

* * *

MAIN FLOOR

"Hail the bridegroom, hail the bride!" . . . Mr. Percy Blakeman, supervisor, drugs, and Mrs. Blake-man celebrated their silver wedding (the 25th) on Saturday, January 7. Congratulations from the drugs staff and a host of friends around these parts.

Retiring after 41 years' service, Mr. S. Ernie Coone (jewellery) was guest of honour at a stag party held by his men associates at the Fort Garry Hotel on Wednesday, January 11.

As a token of remembrance Mr. Coone was presented with a travelling bag by his old-time fellow worker, Mr. Jack Syme, who acted for the gathering.

For Miss Mae Broughton (jewellery) Thursday, January 12, was a memorable day, for it was then she celebrated her 30th anniversary with the Company. As a memento of her years of service, the jewellery staff gathered in the office at store opening and presented her with two lovely cut glass perfume bottles. Mr. A. Cranston, head of department, made the presentation. Best wishes, Mae!

Welcome Back, Mr. Matthews!

"We're all happy to see the smiling face of our supervisor, Mr. Bert Matthews, again," the jewellery department told Contacts recently. "It's good to know that after his long illness Mr. Matthews is able to spend several hours a day at his desk."

This sentiment is echoed by a legion of other Eatonians.

Books and Stationery

The school supplies section lost two valued members in January when Mrs. Laura Boales and Miss S. Robertson retired. A gift was presented to each

and a word of thanks added by the supervisor for their long and faithful service.

Welcome back to Mrs. J. Stokes (office supplies) and Mr. H. Way (receiving room). Both have been on the sick list.

Miss M. Henderson (cards) is making good progress since her recent operation.

Mrs. M. McIlveen (school supplies) is enjoying part of her quarter-century holiday visiting with her brother in Evanston, Ill.

Miss D. Robinson (magazines), a patient in St. Boniface sanatorium, spent the Christmas season at her home. She says "thank you" to all those who remembered her at that time with gifts and cards.

* * *

SECOND FLOOR

Miss Donna Robar (dress goods) left the department during December to become the bride of Mr. Albert Jones (see picture and write-up on bride's page). Best wishes are extended by her staff associates.

The dress goods staff sends out a warm greeting to Miss Jean Baron, who is on the sick list. Hope you'll be back with us soon, Jean, and that you won't miss the appendix too much!

* * *

THIRD FLOOR

The engagement is announced of Helen Cancilla, (cashier, employees' cafeteria), Eaton bowling ace, to Gordon Andrews (elevators). Bless you, my children.

D.A. Office Chatter

By E. Landsley

A lovely wedding took place at St. Ignatius Church on January 7 when Miss Norma Harrison exchanged marriage vows with Mr. Jean Vadeboncoeur. Norma made a very lovely bride. The happy couple plan to travel through the United States to Montreal and back to Winnipeg where they will make their home. Before Norma left the office she was presented with a set of Revereware from the staff.

December 19 at the Highwayman a very successful Christmas party was held by the staff. An interpretation of "Mule Train" was one of the highlights of the evening, danced by the two "H's." More entertainment was provided by Miss Norma Harrison who sang "Jesu Bambino," dedicated to Mr. and Mrs. W. J. Thomson. Everybody had a grand time and we'll have to do this more often. P.S. Thanks for returning the silverware.

Have you heard the good news? Gordie Brown was passing around cigarettes to all the girls and cigars to all the men on the morning of January 3, BECAUSE he's a mighty proud poppa of a seven-pound one-ounce boy. Congratulations, Gord.

CONTACTS

We get a good many questions asked at the D.A. enquiry desk, but seldom is the BIG question asked. Dolores Ploshay gave the correct answer to Ron Davies on Christmas Eve and now she's wearing a very pretty engagement ring. Best wishes, kids.

Mrs. Grace Avery left the office on January 7 to become a full-time housewife. We are going to miss her around the office. Before leaving, Mr. R. Clark presented Grace with a jewellery case and a rhinestone pin on behalf of the office staff.

Doris Cook, Jean Valentine and Shirley Scanes who came back to give us a hand over Christmas, have left us for the love of their kitchens again. It was swell to have you all back, even if it was only for a short while.

Miss Ann May has set the date of her wedding for July 21. The lucky fellow is Johnny Robinson of Toronto.

Miss Cathy McIntosh left the office January 14 after being with us for a short while. Cathy will be missed by all of us. As a parting gift, Cathy was presented with a compact.

* * *



FOURTH FLOOR

Spotlight in the news is the bright light shining on the third finger, left hand of Miss Marion (Miriam) Stewart. And who was Santa Claus? None other than Mr. James Worthington of the city. Wedding plan? Not divulged—yet!

* * *

FIFTH FLOOR

Department 1100 News—By E. Lavers

During the Christmas holidays several sparkling additions were made in 1100 department.

Miss Alice McLeod, who recently transferred from the coffee bar to the restaurant bar, received a beautiful diamond from her one and only, Lloyd Graham. Best wishes, Alice.

Rickie Lauber (restaurant bar), who spent her holidays in Plumas, Man., returned with a lovely diamond. The lucky man is Albert Hanke, and our good wishes are extended to the young couple.

Miss Jean Clay (1100 office) is also sparkling these days, having received her diamond Christmas eve from Mr. Andy Winchar. Much happiness to you, Jean!

* * *

Mrs. Freda Clarke is on our sick list. Hope you'll be back soon, Freda.

Miss Hertha Merke, who spent Christmas at Dauphin, and Miss Margaret Unrau, who was at Morris, both report that they had a wonderful vacation.

Children's Shoes

The staff of children's shoes and their partners held a gala Christmas party on December 6 at the St. James home of Norm Phillips, head of department, and Mrs. Phillips. According to the department contactor, Bill MacHutchon, there were over 40 present, and everyone seemed to have a wonderful time. Dancing, a sing-song and refreshments were all included in the activities, with a vote of thanks extended to the host and hostess by Bill Cable, assistant, on behalf of all present. Also thanked for their part in the evening's fun were the two committee members who helped to make the party a memorable event, Mrs. Alice Cootes and Mr. George Morris.

During December the children's shoes staff also bid farewell to one of their members, Mrs. C. Norvack, who has left the Company. On behalf of her friends and associates, Mr. Phillips presented her with a lovely mantel clock.

We hear Mr. and Mrs. Norm Phillips spent Christmas in Brandon with relatives. They were accompanied by their young son, Ronald.

Boys' Furnishings—By Harold Rodgers

Mr. Harry Graham is back with the department following an extended illness. It's good to have you around again, Harry!

The boys' furnishings staff feel they have lost a good man and the third floor has gained one in the person of Paul Maitland, who is now with the plumbing and heating department. Before Mr. Maitland departed, the staff of boys' clothing and furnishings got together to present him with a little token of their esteem, a Parker 51 pen. Mr. Sam Hill, assistant, made the presentation.

* * *

SIXTH FLOOR

Miss Joan Thompson (draperies) is sporting a lovely diamond which she received at Christmas from Ron Collins (jewellery workroom). No date has been set as yet.

Sincere sympathy is extended by the drapery department to three of their staff members in their recent bereavements—Mr. Gordon Andrews, in the loss of his father; Mr. W. Rogers, in the loss of his mother; and Mr. Sam Patterson, assistant, in the loss of his mother.

* * *

HERE COMES CONTACTS!

If any of you Eatonians have been near the freight elevators around the first of the month, you have probably noticed the genial Tommy McKenzie and his 132 department crew distributing Contacts to the store staff. Tommy does a fine job, and at left he and the boys are shown distributing Christmas Contacts. Left to right: Bob Grant, Tom McKenzie and George Dover.

Thirty-Four



PAINT DEPARTMENT PRESENTATION

By Daisy Ross

Three members of the paint department were honoured on December 23 before leaving the Company: Mrs. Kay McMullen, Mrs. Alin Mousseau and Mrs. Irene Stemshorn.

Each of the girls received a gold compact as a parting tribute with Mr. N. Forbes, supervisor, making the presentation. In the picture at right, the front row includes, from left to right, Mr. R. N. Gregg, head of department; Mrs. McMullen, Mrs. Mousseau, Mrs. Stemshorn and Mr. Forbes. In the background are other staff members of the department.



* * * *

Carpet News

George and Bob McMullen have a new baby sister, Maureen Mary, and papa George McMullen of the department, is justly proud of his new daughter who weighed in at 8 lbs. at Grace Hospital. Mother is the former Peggy Campbell of the grill room.

For Claude Tremblay (272 warehouse) the 1949 Christmas holidays were indeed memorable. On Boxing Day, Claude was married to Renee St. Marie at a white wedding in the Sacred Heart Church. As a wedding remembrance the boys of the department held a stag for Claude at the Canadian Legion Hall at which time they presented him with a pop-up toaster. Congratulations, Claude and Renee.

We are glad to hear that Eddie McClure, who recently departed from his appendix in St. Boniface Hospital, is now on the road to recovery. Hope you'll be back soon, Eddie.

Dinah Jaster of the office staff, spent Christmas in Morris, Man., with her family. We understand she had a wonderful time.

* * *

SEVENTH FLOOR

Christmas Party For Electricals

By Wilma Ruppenthal and Irene Braun

The staff of the electricals department held a Christmas party at Peggy's Pantry on December 14. Fifty staff members with their wives and sweethearts were in attendance.

Mr. L. Waddell, assistant, acted as master of ceremonies for the evening's hilarity. Following a buffet lunch, the crowd enjoyed dancing and a visit from Santa Claus (Bill Heintz). The door prize, a stuffed elephant, was won by Mr. E. J. Adey, head of department, while spot dances were won by Mrs. E. Moore, Ada Hughes, N. B. Buckboro, assistant, electrical workroom, and Mrs. S. Heisler.

Mr. A. Hewish, supervisor, welcomed everyone and thanked them for attending. Miss Irene Braun handled the arrangements and everyone agreed it was a wonderful party.

Our best wishes are extended to Miss Pauline Innes who received a diamond for Christmas. The lucky fellow is Mr. Jack Conway.

Radio News

Congratulations to Bert Maunders (refrigerators) who presented a sparkling diamond to Miss Dorothy Entzy (toy office) at Christmas.

Hope that Myrtle Rackham (radio office) will be back on the job before Contacts goes to press. Myrtle has been on the sick list and our best wishes are extended to her.

Al Johnston (shipping room) fractured his wrist during the recent holidays. Al claims he received the injury in trying to reach for the check before the rest of the boys. (The fellows claim it was the other way round.)

The radio staff was glad to hear that Mrs. Jack Kuhn is now recuperating at home following a recent stay in the hospital. Jack is with the refrigerator department.

Miss Estelle Hussey (records) has given her associates just reason to be proud of her. Estelle is skating in the Winnipeg Ice Carnival and she has only been skating three months. Congratulations, Estelle, on that fine accomplishment.



Above is pictured Lynne Cecile Brusegard on mommy's lap. She is the six-month-old daughter of Mr. Cece Brusegard (radio office) who is more than proud of his youngest daughter. The Brusegards have four other children, Brian, Carol, Joan and Donald. Cece's associates declare him the undisputed "King of the Stork Club."

Furniture News—By Elaine Engel

We are glad to welcome back Mrs. L. "Cubby" Cuthbert who has been on the sick list with a sprained ankle. It's nice to have you around again, Cubby.

The excitement was high around the office when Miss May Grant returned after Christmas with a lovely diamond from Mr. Cal Collins. Apparently it was too much for May who was rushed to the hospital soon after to undergo an appendectomy. Hope you'll be back soon!

Wages Office News—By Doris Probetts

Miss Eleanor Stevens was a Christmas bride of this department. She was married on December 24 to Mr. Gerry Gunn at the John Black Church in East Kildonan. As a wedding gift from the department, Eleanor received a lovely coffee table presented by Mr. D. W. Neelands, head of department.

The girls of the department also held a breakfast at Moore's in her honour. At this time she was presented with Revereware. Eleanor is residing in Moose Jaw and our best wishes are extended to her.

Three girls received diamonds over the Christmas season: Misses Thelma Gillespie, Mollie Thom and Marion DesBrisay. Gilbert Smith was the young man who placed the sparkler on Marion's finger; Mollie received her ring from Will Schultz, while Thelma will soon become the bride of Vince Blake. Best wishes, girls.

Miss Jerry Walmsley (contract sales office) came back to work after the holidays sporting a big sparkler on her third finger, left hand. Along with the beautiful ring comes a handsome sailor. Now both Jerry and her boy friend are at sea!

* * *

EIGHTH FLOOR

Jack Caine (display) gave out plenty of cigars during January. The reason? Jack is a new papa of a son, John Dennis Caine, born December 31 at the General Hospital.

The baby weighed seven pounds, three ounces at birth and is a brother for the Caine's daughter, Janice. Congratulations!

Artist Illustrates Book



For Ethel Pratt, artist with the city advertising staff, the birthday of Prince Charles was an especially memorable occasion.

A little book of verse which Miss Pratt illustrated, "The Snow Fairies," was sent to the Prince for his birthday by the author, Elizabeth Morgan-

Jones. She received a lovely thank-you letter from the Princess's lady-in-waiting, Henrietta Palmer.

"The Snow Fairies" was published a year ago last September and Miss Pratt's copy bears an inscription by the author, "To the artist in appreciation for her imaginative work." Ethel is also a member of the Winnipeg Sketch Club.

* * *

Alterations' Annual Turkey Feast

By K. Fedorak

December 13 proved to be a gala occasion for the 50 members of the alterations' staff who turned out for the department's annual Christmas dinner and party held at Moore's. Honoured guests were Mr. J. Ferguson, supervisor, and his wife.

To get the evening under way, Mrs. E. Elger, accompanied by Miss Helen Lemoine at the piano, sang "Star of the East" while those present found their places at the table. Gay paper hats and Christmas table decorations added to the gaiety of the occasion.

Thirty-Six

Following the meal, Barry Gillan and Mrs. J. Anderson distributed gifts from Santa to everyone. Miss K. Waywood, head of department, received a very interesting gift and one to delight the heart of any woman. Enclosed in a satin case was a beautiful little timepiece with diamond set and dainty black cord—straight from the 5 and 10-cent store. The remainder of the evening was spent in singing and playing novelty games. A vote of thanks to Miss Waywood for her efforts in planning this enjoyable party.

Best wishes from the alterations staff to Miss Louise Johnson, who was a December bride. (See picture on bride's page.)

Sincere sympathy is extended to Miss Ellen Cole on the recent death of her sister.

* * *

ELEVATOR UPS AND DOWNS

By Agnes Reese

Mr. E. Armstrong is back with us following a recent operation at Grace Hospital. We are pleased to have you back and feeling so well again, Mr. Armstrong.

Glad to report that Ernie Lund is recuperating at home after his recent bout in the hospital. We wish you a speedy recovery, Ernie!

Shirley Gibbs, who has been with the elevator staff for several years, transferred to the lingerie office during the early part of January. As a thank-you for her fine service over the years, the girls presented her with a Parker "51" pen and pencil set before she left. Much success in your new work, Shirley!

Two other girls have left our staff, Audrey McKenzie and Violet Davies. Audrey is going to be married, while Violet has moved to Montreal.

We are sorry to report that Lorraine Champayne is on the sick list. We're all pulling for you, Lorraine, and hope you will be well and back with us soon!

(We're also glad to have Contactor Agnes Reese back with us after her illness. It's nice to see you around again, Agnes, and also to receive your sparkling news for Contacts.—Ed.)

PRINTING PLANT PATTERN

By B. Goulet

Glad to see Mary Rutherford and Ken McLachlan back to work.

Still on our sick list are Eddie Leveque and Aimee Cousins.

Our deepest sympathy goes to Ada Bannister in the loss of her mother, December 27, at the advanced age of 96 years. Also to Bill Vivian (composing room) upon the loss of his father on January 16.

Proofreader Bert Offer retired on January 13 after 30 years with the Company.

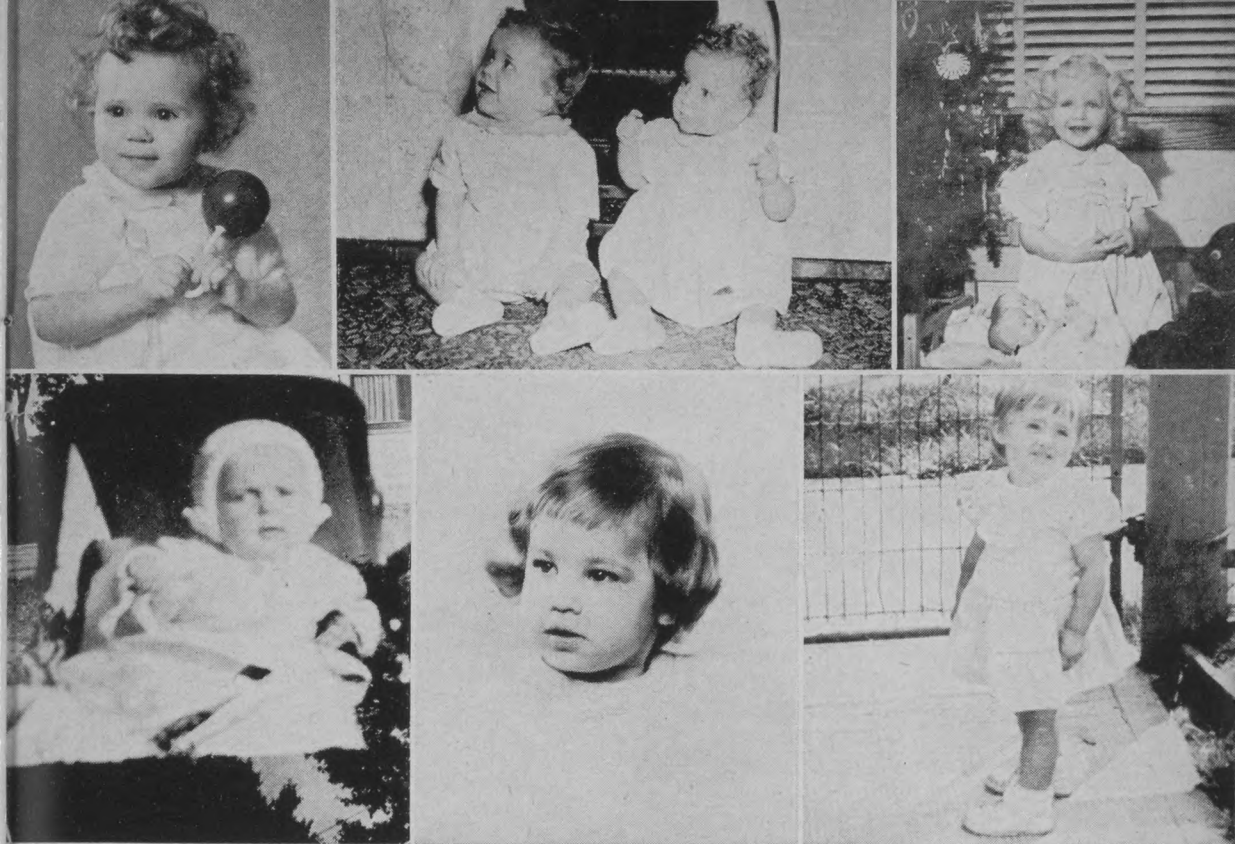
The little boy said to his mother, "Is it true that we are made of dust?"

"Yes, dear," his mother answered.

"Well, is it true that we go back to dust when we die?"

"That's what the Bible says," his mother replied.

"Well, mummy, I just looked under my bed and someone there is either coming or going."



Valentine Sweethearts

"Will you be my valentine?" If any of the charming children above asked that question they would most certainly receive many answers in the affirmative. All young Eatonians, they have already discovered how to steal hearts with the ease of any Valentine cupid.

Top Row—Left: Valerie Lynn Yates is the 15-month-old daughter of Mr. Jack Yates (stoves). Her mommy was formerly Miss Ann Best (budget office). Centre: These beautiful babies are the twin son and daughter of Mr. John Bell (drivers). A year old on January 23, their names are Dennie James and Donna Joy. Mommy was Kay Padley (mail order exchange and printing plant) and an aunt is Mrs. J. Binns (cashiers). The twins have an older brother and sister, John Ronald and Joan Kathleen. Right: Gail Arlene Johnson is the two-year-old daughter of Mr. H. Johnson (boys' clothing). Her mother was formerly Miss Maisie Firth (budget plan).

Lower Row—Left: Mrs. Florrie Smith (lunchroom staff) is proud of her grandson, wee Barry Houston. Picture was taken when he was nine months old. Centre: The 21-month-old daughter of Evan McFadyen (draperies). Her name is Dori-Lynn and dad is pretty puffed up about his charming daughter. Right: Louise is the name of this 15-month-old sweetheart and her aunt is Jean Firman (lunchroom staff).

Fellow Workers Hold Stag For Bob Boyce

On the eve of his retirement from the Company, Bob Boyce was the guest of honour at a stag held by the store electricians at the home of Bill Holton. The ever-popular Bob was the recipient of a mantel radio.

The presentation was made by chief electrician John Verhoef who reminisced on how he and Bob had met 31 years ago at work, one speaking Gaelic and the other Dutch, and while they had difficulty understanding each other, they got along very well at work.

Thanks to Mr. and Mrs. Holton for the use of their home, and to the committee for a fine production.

We are sorry that Mr. H. Rajotte was unable to attend. Good luck, Bob!

GIFTS FOR GERTIE!

It would be hard to find a better known and better liked Eatonian than Gertie Thompson (grocery packing). On December 8, Gertie celebrated her 30th anniversary of Eaton service when associates presented her with a lovely string of pearls and an exquisite lace-trimmed handkerchief.

Congratulations, Gertie, from a legion of friends — and a special salute from Eaton bowlers!



The Mail Bag



Mr. Moray Sinclair Honoured by Staff

The appointment of Mr. Moray Sinclair, supervisor of the mail order advertising, to supervisor of the city advertising, was made during January. Saturday morning, January 14, the mail order advertising staff presented Mr. Sinclair with a Ronson table lighter as a token of their esteem. Mr. A. Davidson made the presentation. Best wishes in your new position, Mr. Sinclair.

Mr. W. E. Gray has been appointed supervisor of the mail order advertising department and the staff wishes to extend him a warm welcome.

* * *

SECOND FLOOR

Department 122 News

By C. Ridgedale and G. Burton

There were many happy smiles after the Christmas holidays when Margaret Kruze, Pauline Maslanko, Joyce Munn and Terry Charette came in with sparklers on that all-important finger.

Congratulations to Mr. and Mrs. L. Richards on the birth of a daughter, Doreen.

We welcome back Winnie Borstad after her recent illness. Also happy to hear Jenny Olsen is well again.

* * *

THIRD FLOOR

Budget Plan News

Joyce Coy is sparkling over her sparkling Christmas gift—a lovely diamond. Best wishes to you, Joy!

We are, however, sorry to report that the Coy home in Charleswood was completely destroyed by fire on Christmas day. The sympathy of the department is extended to the Coy family.

Mr. Frank Sanders, Kaleden P.O., Penticton, B.C., recently paid the budget plan office a visit. Glad to see you looking so well, Frank. The B.C. climate must agree with you.

Congratulations to Mr. and Mrs. John Karle who are the proud parents of a baby girl, Karyn Lee, born December 14. Karyn weighed six pounds eight ounces at birth.

We also extend congratulations to Mr. and Mrs. William Pyett on the birth of a baby girl, Janet Elaine, who was born December 18 and weighed seven pounds eight ounces.

Thirty-Eight

FOURTH FLOOR

Children's Shoes—By Dot Higham

Department 39 held a Christmas tree party at the home of Mr. Ken Sutherland, head of department, and Mrs. Sutherland. Mr. P. W. Carter played the roll of Santa Claus and distributed the gifts.

A grand time was had by all. Many thanks, Mr. and Mrs. Sutherland.

Best wishes are extended to Alva Shields who is wearing quite a big smile and a starry look in her eyes these days—reason: a lovely sparkler on the third finger, left hand. The lucky man is Ken Liechen. All the best to you both.

Department 39 extends congratulations to Mr. and Mrs. J. Sutherland who became the proud parents of a son January 15. A little brother for Susan.

Department 55 News—By H. Bingham

Saturday, January 14, was to most people just another day, but to the staff of department 55, particularly Mr. Dave Wilson, it was a day of special significance: the day on which he retired after 43 years' continuous service with The T. Eaton Co.

Of course his desk was suitably decorated for the event—flowers, ribbons and several cartoons depicting some of the more humorous highlights of his career. Shortly after 8 o'clock the boys and girls assembled in the office and Mr. W. S. Crooks, supervisor, on behalf of the staff, presented Mr. Wilson with a radio as a gift from his associates in the department. Immediately after this, a presentation of a Parker "51" pen and pencil set was made to Mr. Wilson as a token of esteem from the boys at George Street warehouse. Mr. Gil Edginton made the presentation.

At this time Mr. Wilson was conducted to the department 55 receiving room where, to his surprise, he found over 120 "boys," representing practically every department in the mail order, and who had gathered together to wish Dave Wilson all the best.

A ribbon inscribed with some 118 names together with a wallet containing material evidence of their regard, was then presented to Mr. Wilson, with Bill Page doing the honours. From then on it was a continual stream of visitors coming to pay their respects to Mr. Wilson.

Saturday afternoon a reception for Mr. and Mrs. Wilson was held at the home of Mr. and Mrs. W. Crooks, who very kindly held open house from 3 to 6:30 p.m. A very enjoyable time was spent by all and a lot of humorous incidents recalled.

A large number of visitors, including Mr. R. S. McCordick, Mr. G. M. Eaton, Mr. H. A. Steele, Mr. J. Johnson, Mr. A. Osborne, dropped in to pay their

respects to Mr. and Mrs. Wilson. Later in the evening, Mr. and Mrs. Wilson entertained friends at their home.

All in all, it was a great day for Dave.

* * *

FIFTH FLOOR

Department 61 News

By D. Hardiman and J. McNiven

The department held a Christmas dinner on December 24 at the Marlborough Hotel. Some twenty attended and a good time was had by all.

We are sorry to report that Ronnie Ford is still at home but we hear that he is coming along fine. The gang sure hope to see you soon, Ron.

We are also sorry to report that Joe Farmer's wife has been ill but seems to be doing nicely now. We hope that she will be up and about soon.

On January 14 the department staff said goodbye to Joe Farmer who has decided to take a well-earned rest after nearly 23 years with the sporting goods department. Joe started with Eaton's on May 16, 1927. We hope to see you often, Joe.

Who is the gentleman in 61 department who cannot get the door of his car open on these cold days?

* * *

SIXTH FLOOR

Men's Clothing News

By W. J. Johnston and F. Paget

We were pleased to have the following ex-members of our staff drop in Christmas to wish us the season's greetings: Mr. Wilson, Mr. McAllister, Mrs. Grulkey, Mrs. Nicholson and Mrs. Clarke. We were also pleased to have Mr. McIsaac working with us for two weeks.

On December 19 the department held a very pleasant evening at the home of Mr. J. E. Dolan, head of department, and Mrs. Dolan. Buffet lunch was served and the balance of the evening was spent in dancing. We would like to take this opportunity of thanking Mr. and Mrs. Dolan for the use of their home.

The girls of 29 department held their annual Christmas party at the Homestead on the evening of December 20. Turkey dinner with all the trimmings was enjoyed and each girl received a gift from old St. Nick.

December 29 the girls of 29 department were the guests of Mrs. Meyers, Downing Street, for supper. According to the grapevine a very enjoyable evening was spent. Lucky girls, say the boys.

Department 1766 News

Newsy letters have recently been received from Mr. R. Elliott and Mr. Fred Clarke, former employees now residing in British Columbia and Oregon. Also greetings from Mr. Bill Gordon from sunny California. All report that they are well and happy in their new homes.

A host of sincere good wishes for a happy future followed three of our staff who this month decided to call it a day. Presentations were made in the department to each of the men who retired by Mr. A. Cranston, head of department, and Mr. O. Olafson.

Mr. D. Martin who severed his connection from active service with the Company on January 7, was presented with a beautiful table lamp.

Mr. R. Hamilton, of the jewellery workroom, was presented with a similar type of lamp on January 14.

Mr. W. Davidson was given an occasional chair on January 18. The ladies of the department gave him a Parker "51" pen and pencil set.

The boys of 1766, with friends from departments 15 and 215, were hosts at a stag on Saturday, January 14. The affair, which proved to be a very enjoyable one, was staged at the home of Mr. H. Wiseman. The honoured guests were each presented with a set of pipes.

* * *

SEVENTH FLOOR

Departments 10, 11 and 46

By M. Pariseau and J. Johnston

Mr. G. W. (Bill) Cousins celebrated his 25th anniversary with the Company on January 5. On behalf of the staff, Mr. Keeley presented Bill with a Duncan Phyffe coffee table and a Royal Dolton figurine. Congratulations, Bill.

Cupid, who paid this department a visit only a short time ago, recently returned, and Gwen Graham and Marie Yurkevitch are now both wearing lovely sparklers on that all-important finger. Best wishes, girls.

Our deepest sympathy goes out to Mr. W. Miller in the loss of his mother on Sunday, January 8.

Department 41 News—*By R. Hodgson*

Mrs. Pearl Makowsky was presented with a pair of figurines by Mr. M. T. Smithson, assistant, when she left January 14 to take up full time duties as a housewife.

Best wishes go to Alma Nickell who has that certain gleam in her eye and a diamond on her finger. The lucky man is Bill Frohwerk.

* * *

EIGHTH FLOOR

Department 116 News—*By D. Hunt*

Best wishes to Joyce Barnard who is wearing a lovely diamond. Congratulations to Frank Caldwell, the lucky man.

Elsie Lee was married January 4 to Guy Vallee. Elsie received blankets, towels and china from the department. Best of luck, Elsie and Guy.

Lucy Bedard received a beautiful diamond at Christmas. Best wishes, Lucy.

Glad to have Jo Korzack back after her recent operation.

Department 117 News—*By June de Gagne*

Hello, everybody, this is June de Gagne speaking and taking over for an old friend, Jackie Hudson.

First item to report is a rather sparkling one. It concerns a very special ring Miss Evelyn Richards received from Mr. Noel Bernier, which now reposes on her third finger, left hand. Best wishes to both of you.

We have heard that the Sponsors' dinner was a wonderful affair. All the sponsors from 117 attended except Phil Stalker, who was ill.

Now that the New Year is here, 117'ers are on their toes again with New Year's resolutions. Their first is to wish each and every one of you Contacts readers a happy, healthy and prosperous 1950.

CONTACTS

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City Advertising



"THE MAIL BAG"

(Continued from Page Thirty-Nine)

Department 118 News—By J. Baynes

A gaily decorated desk greeted Helen Roome, department 118, on the morning of January 5, the occasion being her quarter century with the Company. Helen was presented with a beautiful watch and travelling case from the department as well as many lovely gifts from her many friends. (See write-up on page 19.)

We are sorry Mary Fegal is on the sick list but hope she will be back with us soon.

Department 161 News

By M. Jenkins and W. Hamilton

It was a happy Christmas for Dorothy Payne when Fred Leivis placed a lovely diamond on her third finger, left hand. Best wishes, Dot!

Congratulations are extended to a former cash cage girl, Mrs. Nick Zadisko (nee Ann Bula) on the birth of a son.

Our best wishes to Chris Wicklund who recently walked in with a lovely diamond. The lucky man is Vernon Dingo.

It is with deep regret that we learn of two deaths among the families of our staff—Mr. Wall, whose mother-in-law passed away on January 6, and Olive Orchison, whose brother-in-law was killed in a railway accident. To both of these families we extend our deepest sympathy.

* * *

NINTH FLOOR

Department 1 News—By Bill Stewart

"A loyal and exceptionally efficient employee," Miss Rae Patching (mail order hosiery) retired from the Company on Saturday, January 14. As a parting gift she received a beautiful tilt-back chair, and end table and a rug. Rae also received numerous other gifts from her friends and associates. At noon on her retirement day, the girls of the department held a luncheon for Rae at Moore's. Here she received a lovely bouquet of roses. Best wishes to you, Rae, and we hope you will visit us often.

Our good wishes go to Miss May Scott who is recuperating from a minor operation.

Departments 159, 167, 173

By D. Balsdon and R. Soutter

We extend our congratulations to all the happy gals of the department who received lovely diamonds at Christmas. They are Terry McCorquodale, Dorothy Smith, Margaret Berakas, Mary Jo

Ptosnick, Lois Page, Doreen Kowal and Viola Corrigan.

Edith Hodge left the Company on December 29 to move to Whitehorse, Y.T. Best of luck, Edith, in your new venture.

Mr. Chapman has left on his quarter-century holiday. It must be nice staying in bed these cold mornings.

Department 28 News—By W. Quayle

Mr. T. Smith, who came to us from our city department many years ago, retired on January 14, after 33 years' service. Tom, as he is known to his friends, had a host of visitors Saturday morning.

Mr. Smith was presented with a mantel radio by Mr. J. R. Orr, assistant, on behalf of management and staff. He also received many individual gifts. A large number of his pals from the mail order and the city departments held a surprise party at his home Saturday evening—and that was a night long to be remembered by all of us. Many thanks to Mr. and Mrs. Smith for their fine hospitality.

Charles Goodman, also of 28 department, retired on January 19, after 34 years of service. As a parting gift from management and staff, Mr. Orr presented him with a beautiful stone set onyx ring. There were numerous other gifts as a mark of remembrance. Good luck to both you old timers.

Have you noticed the lovely diamond Lillian Anderson is wearing on that important finger? The lucky man is Allan Lang. Best wishes, Lillian.

Departments 22 and 24 News

By H. Fotheringham

The notions and fancy goods departments passed another milestone recently with the retirement of two stalwart Eatonians, Miss E. McKnight and Miss H. Simpson.

A supper was held at Moore's in their honour. Along with the entire department staff present there were many former Eatonians, among them, Mr. Fred Caudwell and Mrs. Caudwell, and former supervisor Mr. H. N. J. Shaw.

A telegram was read by chairman D. S. Marshall from former assistant manager Mr. V. Gilmour. Mr. J. W. Aker, head of department, made the presentation of a Moorcroft vase to Miss McKnight on behalf of the staff.

The department supervisor, Mr. S. H. Williams, presented Miss Simpson with a set of travelling cases also on behalf of the staff.

Mr. Shaw gave us a few enjoyable reminiscences from his years with the Company—recounting the trail of some 50 years ago with Eaton's to the Company of today.

In Memoriam

Sincere sympathy is extended to the following Eatonians who recently lost someone near and dear to them

In the Loss of a Mother

Mr. D. Bowman
(women's furs)
Mr. B. Patterson
(lunch room staff)
Mr. S. Patterson
(drapery workroom)
Mr. J. Patterson
(mail order gloves)
Miss A. Bannister
(printing plant)
Mr. H. Legg
(foodateria)
Mrs. A. Pilkington
(exchange)
Mr. J. Watson
(staples)
Mrs. J. Balfour
(lingerie)
Mr. G. Robins
(caretaking)
Mrs. W. Rogers
(draperies)
Mr. W. Miller
(mail order juvenile)
Miss I. Barnabe
(shirt factory)
Mr. H. Gandy
(pianos)
Miss A. Davis
(third floor fruits)

In the Loss of a Daughter

Mrs. B. Richardson
(juniors' dresses)

In the Loss of a Sister

Miss E. Kensick
(mail order copying)
Mr. A. Williams
(box and bag factory)

In the Loss of a Father

Mrs. I. Lechinski
(shirt factory)
Mr. G. Andrews
(draperies)
Mrs. A. Fizell
(basement shoes)
Miss A. McCaffrey
(basement shoes)
Mr. A. Carter
(mail order sporting goods)
Miss M. Carter
(staples)
Miss J. Marshall
(drugs)
Mr. F. Clendening
(receiving room)
Miss J. Downes
(wedding bureau)
Miss E. Davies
(mail order stationery)
Mr. E. Hartley
(engineers)
Mr. A. Cranston (head of
department, jewellery)
Mr. W. Vivian
(printing plant)

In the Loss of His Wife

Mr. H. S. O'Grady
(general audit)

In the Loss of a Brother

Miss S. Cook
(mail order packing)
Miss E. Cumming
(mail order gloves)

In the Loss of a Baby

Mr. E. Boone
(carpet workroom)

Two Coming Events . . .

Sponsored by the Eaton Assistants' Association



That Night of Nights !

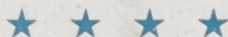
EATON'S **ANNUAL** **SPRING** **DANCE**

Well-known Dance Band . . . New Features . . . Fun For All!

CIVIC AUDITORIUM

WEDNESDAY, APRIL 12

Watch for Further Details . . . with Big List of Thrilling Prizes!



GOOD NEWS FOR HOBBYISTS!

The first Eaton Employees' Hobby Show, held under the sponsorship of the Eaton Assistants' Association during the week of June 18-25, last year, proved such a splendid success that another show has been authorized for 1950. This will be held in the late spring, date to be announced later. Meanwhile hobbyists will have an opportunity to work on their entries during the long winter evenings.

Watch For Further Information

T. EATON CO.
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